

**National Eye Health Education Program
Hispanic/Latino Television Public
Service Announcement Testing for
Diabetic Eye Disease
Final Focus Group Report**

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**Submitted to:
National Eye Institute
National Institutes of Health**

September 17, 2003

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I. OVERVIEW OF FOCUS GROUP OBJECTIVES

This report summarizes the qualitative research effort conducted to test two television public service announcements (PSAs) currently in development for Hispanics/Latinos with diabetes and their families and friends. The two PSAs were presented to native Spanish-speaking focus group participants for their reactions regarding message content and presentation, audience appeal, cultural appropriateness, message clarity, and calls to action.

A. Background

Research has demonstrated that diabetes is a growing health concern among Hispanics/Latinos. According to the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), 2 million Hispanics/Latinos have been diagnosed with diabetes.¹ As such, Hispanics/Latinos are at high risk for developing diabetes-related complications including diabetic eye disease.

In response to the increased risk of diabetic eye disease among the Hispanic/Latino population, the National Eye Health Education Program (NEHEP) of the National Eye Institute (NEI) is developing television public service announcements to raise the awareness of diabetic eye disease among Hispanics/Latinos with diabetes. Based on the focus group findings, the NEI will select which television PSA to develop for airing. The NEI will also determine which television programs and/or channels should be used as outreach mediums.

B. Strengths and Limitations of Qualitative Research

Data collected from focus groups and other sources of qualitative research cannot be generalized to a specific population. A focus group is not a statistically significant representation of a population. A focus group consists of several persons selected from the population being studied, and it can be used to learn topics of concern to that population. The interpretation of qualitative data must not be misrepresented in quantitative terms. For example, a statement that “9 of 12” participants concur on an issue within a focus group should not be understood as “75 percent of the population of Anytown, USA.” Qualitative data may not be aggregated or quantified to characterize a population as a whole.

Identifying issues of concern to certain populations is one of qualitative research’s strengths: This research can also be used to formulate questions that can be answered by obtaining quantitative data. As the results of this study will indicate, focus groups often identify topics of concern that researchers may not have considered earlier, or they may suggest to the researchers that the questions need to be restructured.

¹ www.niddk.nih.gov

II. METHODOLOGY

A. Make-up and Recruitment of Groups

In order to test the PSAs, ORC Macro on behalf of the NEI conducted a total of eight focus groups in Los Angeles, CA; Orlando, FL; and Miami, FL. The sites were selected based on the recommendations of NEI staff, census data, and the sites' Hispanic/Latino sub-population percentages. Mexican Americans, Central Americans, Cuban Americans, Puerto Ricans, and South Americans were represented in the focus groups.

Four of the focus groups were conducted in the LA area, and the remaining four were conducted in the Orlando and Miami areas—two in each Florida city. The two additional focus groups conducted in the LA area were composed of Hispanic/Latino migrant farm workers with diabetes, since the available literature suggests that migrant farm workers are especially vulnerable to diabetes and diabetes-related complications. The following table presents a break down of the populations by geographic location.

**Hispanic/Latino TV PSA Message Testing Focus Groups
By Population and Location**

Los Angeles, CA	Miami, FL	Orlando, FL
<input type="checkbox"/> Family and friends of Hispanics/Latinos with diabetes (General Population) – 1 group	<input type="checkbox"/> Family and friends of Hispanics/Latinos with diabetes (General Population) – 1 group	<input type="checkbox"/> Family and friends of Hispanics/Latinos with diabetes (General Population) – 1 group
<input type="checkbox"/> Hispanics/Latinos with diabetes – 1 group	<input type="checkbox"/> Hispanics/Latinos with diabetes – 1 group	<input type="checkbox"/> Hispanics/Latinos with diabetes – 1 group
<input type="checkbox"/> Hispanic/Latino migrant farm workers with diabetes (Visalia) – 2 groups		

In each site, focus group participants were screened in order to meet various recruitment specifications respective to the target population. In the past, the groups targeted with diabetes intervention strategies have been typically age 40 and over. However, non-insulin dependent diabetes² is occurring at an earlier age and, therefore, participants in the 'Hispanics/Latinos with diabetes' focus groups were recruited at age 30 or over. Additionally, migrant farm workers were required to be age 30 or over while family and friends of Hispanics/Latinos with diabetes were required to be age 21 or over. All participants had to be native Spanish speakers and able to read Spanish fluently.

Recruitment screening was accomplished by state contacts identified by the Centers for Disease Control and Prevention (CDC). The following organizations and/or health programs were instrumental in the recruiting effort:

² Non-insulin dependent diabetes is commonly referred to as type 2 diabetes.

- *Closing the Gap* (Orlando, FL)
- *Nursing Services for the Community Health of South Dade* (Miami, FL)
- *Multicultural Area Health Education Center (MAHEC)* (East Los Angeles, CA)
- *Kaweah Delta Health Care District* (Central Valley Los Angeles, CA)

Each organization was asked to recruit up to 12 participants for each focus group. A total of 81 persons participated in the eight focus groups. The number and gender of the focus group participants are shown below.

Los Angeles, CA (N=43)

Focus Group	N	Gender	
▪ Family and Friends of Hispanics/Latinos with Diabetes (General Population)	10	5 females	5 males
▪ Hispanics/Latinos with Diabetes	11	6 females	5 males
▪ Hispanic/Latino Migrant Farm Workers with Diabetes	22	11 females	11 males

Miami, FL (N=16)

Focus Group	N	Gender	
▪ Family and Friends of Hispanics/Latinos with Diabetes (General Population)	8	5 females	3 males
▪ Hispanics/Latinos with Diabetes	8	6 females	2 males

Orlando, FL (N=22)

Focus Group	N	Gender	
▪ Family and Friends of Hispanics/Latinos with Diabetes (General Population)	11	7 females	4 males
▪ Hispanics/Latinos with Diabetes	11	5 females	6 males

Screeners used to recruit focus group participants were first developed in English, and subsequently translated into Spanish by a professional translation service. A copy of the English and Spanish versions of the screeners can be found in Appendix A.

B. Moderator's Guide

The moderator's guide used during the focus groups was also adapted from English to Spanish. A native Spanish speaker moderated all of the focus groups. The moderator's guides developed under this task were designed to obtain feedback from participants regarding the television PSAs and their general knowledge of diabetes and diabetic eye disease. Three moderator's guides were developed in total—one for each population. The English and Spanish guides are attached in Appendix B.

The moderator's guide used for the 'Hispanics/Latinos with diabetes' population began by asking about their vision health in general. The guide continued to ask about their eye

care practices and their general knowledge of diabetes and diabetic eye disease. Subsequently, the moderator's guide queried participants about their television preferences in terms of amount of time and time of day they prefer to watch television. Participants were also asked the specific channels and programs they prefer to watch. The latter part of the guide queried participants specifically about the two PSAs presented to them during the focus group. Participants were asked their thoughts and opinions about the characters, music, and overall message of the announcements.

The moderator's guide for the 'Hispanic/Latino migrant farm workers with diabetes' group was very similar to the guide for the 'Hispanics/Latinos with diabetes' population. The guide for the 'migrant farm worker' population was different in that it began by asking participants about their general health overall. Participants were also asked about existing barriers to health care access.

Unlike the moderator's guides for the 'Hispanic/Latino migrant farm workers' and 'Hispanics/Latinos with diabetes,' parts of the moderator's guide for 'family and friends of Hispanics/Latinos with diabetes' asked participants about their second-hand experiences with diabetes or diabetic eye disease.

III. FINDINGS

A. General Vision

Overall, participants in the 'Hispanics/Latinos with diabetes' and 'family and friends of Hispanics/Latinos with diabetes' focus groups in the Orlando and Miami areas rated their vision as good or healthy. However, a few participants in the Los Angeles area focus groups said that they considered their vision to be somewhat troublesome. One woman in the Miami 'Hispanics/Latinos with diabetes' focus group mentioned that she does not see well through one of her eyes due to cataract. She attributed the development of the disease to a potentially dangerous job that she had when she was young where she did not wear safety glasses.

Participants continued to say that they have experienced problems when trying to read fine print while other participants attributed their vision problems to age. For example, one woman in the Los Angeles 'family and friends' focus group said, "my vision is beginning to go downhill now that I'm 41."

A couple of participants in one of the 'migrant farm workers' focus groups said that their vision problems are diabetes related. One participant proceeded to explain that he worked long hours. Therefore, his blood sugar would become elevated by the end of the day, making his vision blurry. Another participant mentioned the same problem saying that he is unable to see anything in the afternoon. Participants in the Orlando and Miami 'Hispanics/Latinos with diabetes' focus groups also attributed their vision problems to diabetes.

B. Eye Care

When asked about the last time that they went to see an eye care professional, participants responded with a variety of answers. All of the participants in the Los Angeles ‘Hispanics/Latinos with diabetes’ focus group said that they had been to an eye care professional within the past year. The majority of participants in the remaining focus groups also said that they had been to an eye care professional within the past year.

Other participants stated that they had not been to an eye care professional in the past two to three years. One man in the Orlando ‘Hispanics/Latinos with diabetes’ focus group said that he had not been to an eye care professional due to cost-related issues. He subsequently commented,

I know that (the eye exam) should be every year. Maybe the \$50 (incentive for focus group participation) will help with that.

One participant in the Los Angeles ‘family and friends of Hispanics/Latinos with diabetes’ focus group said that he had not been to an eye care provider in almost 10 years while a couple of participants in the ‘migrant farm workers’ and Los Angeles ‘family and friends’ focus groups said that they had never been to an eye care professional. Along the same vein, several Miami focus group participants said that they only had their eyes checked at the Florida Division of Motor Vehicles in order to obtain their license. Of those participants who had been to an eye care professional, most had had their eyes dilated. When asked to explain the purpose of a dilated eye exam, one participant in the Orlando ‘Hispanics/Latinos with diabetes’ focus group said, “they put drops in (your eyes) and (the drops) make your pupils come out so it’s easier to see in and measure the pressure.” Another participant in the Los Angeles ‘family and friends’ focus group replied, “...they put drops in your eyes to see if your eyes are damaged.”

There was some question as to whether or not the concept of eye dilation may have been unclear among the migrant farm worker population. One woman mentioned that she had had her eyes dilated. However, she continued to say, “(the eye care professional) gave me drops so the disease couldn’t progress.” As the discussion moved on, several more participants said that they *believed* they had had their eyes dilated.

There was some discussion as to how frequently participants obtain dilated eye exams. One woman mentioned that her eye care professional dilates her eyes every time she goes for an appointment. Conversely, a woman in one of the migrant farm workers focus groups said that she had her eyes dilated once when she was a little girl living in Mexico. Another woman in the Miami ‘family and friends of Hispanics/Latinos with diabetes’ focus group noted that unlike the United States, dilated eye exams are only provided to those people ages 55 and older in Cuba.

Most Miami ‘family and friends of Hispanics/Latinos with diabetes’ focus group participants said that they have their eye exams conducted by optometrists while other participants said that they go to the health center for free eye exams. Participants in the ‘migrant farm workers’ focus groups mentioned going to Wal-Mart to have their eyes examined. One of the biggest concerns expressed by participants was the inability to afford eye exams by a licensed eye care professional. Participants went on to say that the employees in the eye care centers at Wal-Mart are not licensed, and therefore are unable to adequately counsel and/or educate consumers on proper vision and eye care. As one of the participants in the ‘migrant farm workers’ focus groups stated,

It’s different to get your eyes checked for disease than it is just to have glasses sold to you. If you go to some place like Wal-Mart, they just want to sell glasses to you.

C. General Health

As discussed in the “Methodology” section of this report, migrant farm workers with diabetes were asked to provide feedback on their general health status. Several participants said that their health is good with the medication that they are currently taking.

Other participants said that they consider their health to be average, and that their health improved after receiving additional information on diabetes. Two participants said that they consider their health to be bad due to pregnancy- and diet-related issues, respectively. One participant mentioned that they were very sad and once contemplated committing suicide when initially diagnosed with diabetes.

When talking about barriers to health care, an overwhelming majority of participants mentioned a lack of transportation and health insurance. Most of the participants in the ‘migrant farm workers’ focus groups said that they obtain health-related information from the clinic.

One participant said his doctor does provide information while another participant said that her doctor provides very little information. The participant proceeded to say, “(my doctor just told me to) take this medicine and go home.” The participant further explained that she was unaware of what foods she should eat or cook until she received more information. In terms of eye care and vision care, the participant concluded by saying,

The doctors don’t send you to have your eyes checked. It’s up to you to know you should go.

D. Knowledge of Diabetes

Actual knowledge of diabetes seemed to vary among participants in the ‘family and friends’ focus groups. One participant mentioned that he knew it had to do with sugar. Another man mentioned that he knows his father has to inject himself with insulin because of his diabetes. During the conversation on diabetes, another participant stated that although heredity may contribute to the development of the disease, lifestyle plays an integral role. As the participant said,

...(Genetic) traits you’re born with dispose you to it, but your dangerous lifestyle does it.

When asked to list the symptoms of diabetes, responses were similar among all ‘family and friends’ focus group participants. The most commonly listed symptoms included thirst, hunger, dizziness, frequent urination, and irritability. Damaged vision and body organs were also mentioned as possible consequences of diabetes. To prevent the development or increased severity of the disease, focus group participants in all of the focus groups suggested a well-balanced diet, exercise, small meals, sugar regulation, and general control through the use of prescription medicine and insulin.

Participants in the ‘family and friends of Hispanics/Latinos with diabetes’ focus groups also talked about their indirect experiences with diabetes. One participant in the Orlando ‘family and friends’ focus group talked about losing both parents to diabetes, and another participant in the same group shared that his father lost his leg as a result of diabetes mismanagement. Another participant shared that he was the only person in his family who has not been diagnosed with the disease.

E. Knowledge of Diabetic Eye Disease

Although participants in the Miami and Orlando ‘Hispanics/Latinos with diabetes’ focus groups said that they know diabetes may affect the eyes, they were unfamiliar with the term “diabetic eye disease.” It should be noted that participants did mention that they were familiar with the terms “cataract” and “glaucoma.” One participant said that he had read something pertaining to diabetic retinopathy, but was unable to recall what information was provided on the subject.

Similar trends were observed in the Orlando ‘family and friends’ focus group. Although participants said that they were aware that diabetes could affect the eye, participants were not sure as to what exactly happens to the eye. Again, participants had not heard the term “diabetic eye disease.” There was one focus group participant who said he was aware that diabetes could affect the eye, as his father was diagnosed with diabetes through an eye exam.

A few of the participants in the Orlando, Miami, and Los Angeles ‘Hispanics/Latinos with diabetes’ focus groups said that they had heard the term diabetic retinopathy before, but knew little beyond the term. Among all of the focus groups, participants in general

associated diabetic eye disease with dizziness, blurred vision, reading difficulty, and excessive tearing.

When asked whether they knew anyone at risk for diabetic retinopathy, two participants in the Orlando ‘Hispanics/Latinos with diabetes’ focus group responded, “probably me.” Another participant in the focus group continued to say,

I’m overweight by 50 pounds, (I) stopped exercising, (and) I eat everything (that is) unhealthy. My mother (wears) glasses (that are) super thick.

F. Television Viewing

An overwhelming majority of participants in all of the focus groups said that they watch television every day. With the exception of a few participants in the ‘migrant farm workers’ and the Orlando ‘family and friends’ focus group, participants overall said that they primarily watch television in the evening during the week.

The amount of television watched varied widely among all focus group participants. While the majority of participants responded that they watch television anywhere from one to 12 hours per day, other participants said that they watch television virtually all day. One Los Angeles participant commented, “I have it on all day.” Another participant in the Miami ‘Hispanics/Latinos with diabetes’ focus group also made a similar comment. The participant explained that he only sleeps three to four hours a day, and watches television for the remainder of the day. The participant commented, “It’s the only thing to do that doesn’t require you to spend money.”

Several of the women in the Miami ‘Hispanic/Latino family and friends’ focus group commented that they do not have time to watch television. One participant said, “I don’t sit down to watch television. I don’t have time. As a housewife, I am very busy. I listen to the television when I walk by it, but I don’t have time to sit down and watch television.”

G. Health Information Sources

Participants in the Orlando and ‘migrant farm workers’ focus groups conveyed that they prefer to watch television in English and Spanish. In fact, the majority of participants in the Orlando focus groups said that they typically watch television in English. When asked which channels they tend to watch for health information, participants identified the Discovery Channel, the Health Channel, and the Learning Channel. When asked what specific programs they prefer to watch for health information, participants explicitly mentioned morning news shows such as “Buenos Dias America” and “Despierta America.” The talk show, Cristina, was also mentioned.

Participants in the Orlando, Miami, and urban Los Angeles focus groups mentioned the Internet as an alternative source of information, while participants in the ‘migrant farm workers’ focus groups mentioned the radio as an alternative source of information.

Specific radio programs mentioned by migrant farm workers were Radio Campesino and Radio Bilingue. The participants in both the Miami ‘Hispanics/Latinos with diabetes’ and ‘family and friends’ focus groups mentioned Dr. Maritza Fuentes. The participants continued to explain that Dr. Fuentes is featured daily in a health segment that airs in Spanish.

The Miami ‘family and friends’ focus group mentioned that there are several county channels that offer health information programs that are in Spanish. The public can call in to ask questions on any health-related issues. The programs are very popular within the Hispanic/Latino community in Hialeah.

Several participants in the Los Angeles ‘family and friends’ and ‘Hispanics/Latinos with diabetes’ focus groups also said that they receive health information from community meetings, insurance companies, billboards, health fairs, school, and magazines provided by local hospitals.

H. Public Service Announcements

“Mira Papa”

Participants in all of the focus groups perceived that the overall message of this PSA is that one should have an eye exam once a year. More specifically, participants in all of the ‘migrant farm workers’ and the ‘family and friends’ focus groups said that the message of the PSA is that diabetes can affect the eye, and therefore people with diabetes should have their eyes examined annually. Other participants provided more general perceptions of the PSA. For example, participants in the Orlando ‘family and friends’ focus group said that the message of the PSA is that if you want to enjoy life, you have to take care of yourself. Along the same vein, participants in the Los Angeles ‘family and friends’ focus group said that the message of the PSA is preventative eye care and vision protection.

A participant in the Miami ‘family and friends’ focus group commented that the PSA was a wake up call for him. It made him stop and think about what would happen to his children if he no longer had his eyesight. How would he provide for his family since he would not be able to work? He commented that the PSA was sending a very strong message on the importance of preventative eye care and vision protection.

Characters

The discussion on the characters included in the PSA for “Mira Papa” primarily focused on the main character, Juan. When asked how old Juan appeared, responses ranged from age 30 to age 70. However, the majority of focus group participants in all of the focus

groups said that he appeared to be between the ages of 40 and 50. Those participants who said the main character appeared to be between the ages of 30 and 45 also said that the character's age was appropriate. One participant in the Miami 'family and friends' focus group said that the age of the character is not important since diabetes affects persons of all ages.

A couple of participants in the 'migrant farm workers' focus groups said that the beard is what made Juan look unusually old. In fact, one woman explained that she did not like the beard because it made Juan look as if he has had a very hard life. Other participants in the 'migrant farm workers' and Orlando 'family and friends' focus groups said that the main character looked messy and unkempt.

Likes and Dislikes

Several participants in the Orlando and Miami 'Hispanics/Latinos with diabetes' and the 'family and friends' focus groups said that they liked the use of family to convey the intended message of the PSA. In fact, participants in the Los Angeles 'Hispanics/Latinos with diabetes' focus group said that the use of family in the PSA promoted and demonstrated good family communication and unity. Participants continued to say that family support and communication are vital to any person needing encouragement to get a yearly exam. A participant in the Miami 'Hispanics/Latinos with diabetes' focus group said that "if the family doesn't care, (then the father) won't either."

Although participants said that this PSA demonstrated good family communication and unity, participants in the Miami 'family and friends' focus group said that in order to show the whole family, a grandmother and grandfather should be included. However, a participant in the same group contended that this would make the announcement more distracting and suggested that it should remain as is.

Additions and Deletions

When asked what additions and deletions should be made to the PSA, participants in the Orlando- and Miami-area focus groups said that nothing should be cut. However, participants in the urban LA focus groups mentioned all of the scenes with equal frequency for possible deletion. Specific scenes mentioned by participants for possible deletion included "do you like my dress," "watch me dance," and "let's go to the park."

In terms of music, participants in the Los Angeles 'family and friends' focus group said that they did not care for the music used in the PSA. A participant in the group explicitly stated, "with this music (people) will walk away or change the channel." Conversely, participants in the remaining focus groups said that they liked the music.

Participants in the Orlando 'Hispanics/Latinos with diabetes' focus group questioned why Juan's vision did not appear to be bad. Specifically, participants said that the PSA *should*

demonstrate what it would be like to see through his eyes. One participant explicitly stated, “You should show how he’s actually seeing things.”

“Como a Sus Ojos”

Overall, participants in all of the focus groups said that the message of this PSA is that an annual eye exam is important. Focus group participants in the Los Angeles area stated they perceived a more detailed message: That in educating her children, the mother in the PSA is preventing problems with their vision health, as well. Participants from the same group said the message of the PSA is that one has to care for one's eyes. Participants in one of the ‘migrant farm workers’ focus groups said that the inclusion of children is what made an impact on them.

Focus group participants in the Orlando and Miami ‘family and friends’ focus groups perceived a similar message. Participants in these focus groups said that the message of the announcement is the need to care for oneself. Participants elaborated by stating the message also conveyed that caring for oneself allows more time for family.

Participants in the Orlando- and Miami-area ‘Hispanics/Latinos with diabetes’ focus groups held a more general perception. Participants in these focus groups contended that the message of this PSA is the need to visit an eye care professional annually. Similar to “Mira Papa,” Orlando and Miami focus group participants said the general theme of this PSA is eye care and prevention.

Characters

When asked how old the main character, Dora, appeared, responses ranged from age 28 to 40. However, most participants said that she looked to be approximately 30. Unlike the main character in “Mira Papa,” none of the focus group participants said that she looked older than 40. Participants in all of the focus groups said that her age appearance is appropriate for the PSA. In fact, one participant in the Los Angeles ‘Hispanics/Latinos with diabetes’ focus group said, “it shows from a young age (that) you should take care of yourself.”

The majority of participants in all of the focus groups said that Dora’s children appeared to be between the ages of eight and 10. Again, participants agreed that the children’s ages are appropriate for the PSA.

An overwhelming majority of participants in all of the focus groups said that it was okay for the woman to appear in the PSA by herself. As one participant in one of the ‘migrant farm workers’ focus group explained, “the man is the head of the house, but the mother makes it run.” However, another participant suggested that if the announcement only features a woman, men might not think this applies to them as well. As such, the participant continued to say a man should be included in the announcement.

There was little concern about Dora’s attire. Although a man in one of the ‘migrant farm workers’ focus groups said that she should be wearing a dress or skirt, the great majority

of participants said that her attire was appropriate, as they perceived her to be an independent and modern woman.

Likes and Dislikes

Participants said they liked how the PSA included family to convey its intended message. As one urban Los Angeles participant explained in response to this PSA, “if the family understands, they’ll support you going [to the doctor].” Moreover, participants in one of the ‘migrant farm workers’ and urban Los Angeles focus groups said that they liked having the little girl narrate the PSA. Participants in the Miami ‘family and friends’ focus group agreed. Participants said that using the voice of a child would make parents pay attention to the announcement.

Participants also liked how the mother talked to her children about her health. One Miami ‘family and friends’ focus group participant said that the message seemed more loving, and the characters in the announcement seem very content and happy.

Unlike the music included in the “Mira Papa” PSA, participants overall said that they liked the music included in “Como a Sus Ojos.” All of the responses concerning the music used in “Como a Sus Ojos” were positive. More specifically, participants in the ‘family and friends’ and ‘Hispanics/Latinos with diabetes’ focus groups said that the music used in the latter announcement is happier and complements the visual presentation.

“Nos Quiere Como a Sus Ojos”

Participants in all of the focus groups overwhelmingly said that they liked the phrase “nos quiere como a sus ojos.” Many focus group participants said that the phrase is very pretty and appropriate for the PSA. The phrase was very familiar to many focus group participants in all of the focus groups. When asked what they thought the phrase meant, participants in general said that it means sight is as important as one’s children. Several participants in one of the ‘migrant farm workers’ focus groups said the phrase means that one has to take care of oneself in order to care for others.

Participants offered very few alternative phrases, as many liked and were satisfied with the use of “nos quiere como a sus ojos.” Nonetheless, Los Angeles and Miami participants offered the following alternative phrases.

- Me quiere mas que sus ojos
- Me quiere como las nina de sus ojos
- Mas que la linea de sus ojos.

Scene Cuts with “Nos Quiere Como Sus Ojos”

In order to make the PSA somewhat shorter, many focus group participants said that the last scene could be deleted. However, participants in one of the ‘migrant farm workers’ focus groups said that they were hesitant to suggest the last scene, as it includes a reaffirmation of the phrase “nos quiere como sus ojos.”

Although several participants said that the beginning of the announcement contains valuable information, some focus group participants suggested that the scene in the doctor’s office could also be deleted. Participants in general said that the phrase “nos quiere como sus ojos” was too important to be deleted from the announcement. Participants in each group cautioned that if the scenes were cut, the monologue would have to be cut as well.

PSA Preference

While very few focus group participants said that they preferred “Mira Papa,” the remaining majority of focus group participants said that they preferred “Como a Sus Ojos.” When asked why they prefer the latter announcement, participants said that it was more focused than the former.

Participants in the Orlando ‘family and friends’ focus group also said that “Como a Sus Ojos” encouraged preventative care more so than “Mira Papa.” Participants described the “Como a Sus Ojos” PSA as being more instructive. The Miami ‘family and friends’ group commented that the “Como a Sus Ojos” PSA was warm and nurturing. They also said that they liked the point of view from which it was narrated.

Several participants described the “Mira Papa” PSA as noisy and somewhat scary. The few participants who preferred “Mira Papa” said so because it included the whole family. Many focus group participants said that the PSA, “Como a Sus Ojos,” would encourage them to schedule an eye exam.

I. Use of Internet or Telephone for Health Information

In general, many focus group participants said that they have used a toll-free number to request health information. Although there were some participants who said they would prefer the Internet, the majority of focus group participants said that the phone is often more immediate and accessible than the Internet. A participant in one of the ‘migrant farm workers with diabetes’ focus groups said that not everyone has access to the Internet. Miami ‘family and friends’ focus group participants said that the Internet requires searching, while the telephone does not.

Although there was a strong preference observed for a toll-free number among participants in the Orlando ‘Hispanics/Latinos with diabetes’ focus groups, a few participants in the Orlando ‘family and friends’ focus group said that toll-free numbers are sometimes troublesome. Participants in the Orlando ‘family and friends’ focus group said that they are often automated and therefore frustrating. Participants said that they

would prefer a live person. Participants in the Miami ‘Hispanics/Latinos with diabetes’ focus group said they would be more willing to use a toll-free number if they would be able to talk to someone who speaks Spanish.

A few participants in the Miami family and friends focus group suggested that it would be a good idea to have a toll-free number shown at the bottom of the screen throughout the selected PSA. Another participant in the same focus group said that the PSA should mention that the information is free. The participant proceeded to say that the PSA should say, “llama gratis para informacion gratis.”

J. If NEI Could Do Something About Diabetic Eye Disease...

When asked whether the NEI could do something about diabetic eye disease, the majority of responses were education related. An overwhelming majority of participants said that the NEI should continue to make the efforts that are currently in development in terms of public service announcements. Participants said that PSAs should be developed for radio and television. Participants also suggested Spanish-language billboards and posters. Other suggestions included brochures, free annual eye exams, and fliers. Theatre announcements in Spanish with English subtitles were also suggested.

A few participants in one of the ‘migrant farm workers’ focus groups suggested training more health care providers to speak Spanish. In terms of policy efforts, participants from the same population also said the lack of health insurance among Hispanics/Latinos should be decreased. A couple of participants in the Orlando ‘Hispanics/Latinos with diabetes’ focus group said that although they now have that information, they still are not able to afford services. As the participant asked, “I now have information, now what do I do with it?”

The Miami ‘family and friends’ focus group had very strong opinions regarding what NEI could do regarding diabetic eye disease. They commented that more outreach needs to be done to Hispanic/Latino males. Hispanic/Latino males are very “macho” and they are very reluctant to visit a doctor. Hispanic/Latino males have a tendency to wait until the last minute to seek medical attention and it is sometimes too late. There needs to be more education targeted to Hispanic/Latino males. The participants realized that this group is often difficult to target; however, preventative education is very important for this particular group that is at high risk for developing diabetes-related complications.

IV. SUMMARY/RECOMMENDATIONS

Participants were rather knowledgeable about diabetes in terms of symptoms and causes. However, very few participants were familiar with ‘diabetic eye disease’ beyond the term. In regards to dilated eye exams, they misunderstood the purpose of eye drops for dilation, with one person thinking that they are used to prevent disease from getting

worse. Therefore, it can be concluded that considerable effort must be made to educate Hispanics/Latinos with diabetes and their family and friends on diabetic eye disease.

In order to accomplish this targeted education campaign, we recommend that the NEI continue to develop PSAs in a variety of forms to reach the Hispanic/Latino population. Suggestions provided by focus group participants included developing brochures, television PSAs (that can also be shown in theaters), radio PSAs, and billboard PSAs. A couple of participants explicitly suggested that television PSAs developed by the NEI should air between the hours of 6 pm and 8 pm to ensure that the targeted population will have a chance to see the information contained in the announcement. Many participants reported watching television regularly. Participants also suggested the implementation of a toll-free number where callers can talk to someone who speaks fluent Spanish.

Comments about both PSAs suggested that family support can be very influential, but in terms of the preferred PSA, participants overwhelmingly said that they preferred the “Como a Sus Ojos” announcement. Participants that said they preferred this PSA because of the inclusion of the mother with her children. Participants also said that the “Como a Sus Ojos” PSA seemed more preventative than the “Mira Papa” PSA, however, some individuals thought that showing what it would be like to see through eyes that are damaged would have been a good addition to the latter PSA.

Several focus group participants also suggested that a toll-free number should be displayed continuously during the PSA. Participants also said that the PSA should mention that the call and the information are free.

This research suggests that other possible strategies for reaching Hispanic/Latinos with diabetes include several partnering opportunities:

- State motor vehicle departments. Some participants reported only having an eye exam when getting or renewing their license. These might be excellent locations for placement of our messages.
- Wal-Mart or similar stores. Their optical shops and pharmacies might also be suitable locations for placement of messages about diabetic eye disease and the importance of having a dilated eye exam by a qualified professional.

**Appendix A-1
Participant Screener
for General Population**

English and Spanish Language Versions

Participant Screener for Focus Groups on Hispanic/Latino TV PSA Message Testing

Recruiting Goals for General Population

- The participants should be adults ages 21 and over.
- Each group should be composed of equivalent proportions of men and women.
- All participants must be native Spanish speakers.
- All participants must be able to read Spanish fluently.
- Persons who work at or have worked at, have a family member who works for the National Eye Institute (NEI) or any state or local government agency responsible for eye care shall be excluded.
- Persons, who work in or have worked in, have a family member who works in the eye care industry (e.g. Lens Crafters, For Eyes, etc.) shall also be excluded.
- Participants shall not have participated in a focus group or other qualitative research study during the past year. Participation in telephone surveys is allowable.
- Participants shall not have diabetes.

Scheduling

The schedule for these groups is as follows:

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population
- *Time will be based on state contact recommendation –*
1 group of Hispanics/Latinos with diabetes

Site: Orlando, FL

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population
- *Time will be based on state contact recommendation –*
1 group of Hispanics/Latinos with diabetes

Site: Miami, FL

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population

- *Time will be based on state contract recommendation –*
1 group of Hispanics/Latinos with diabetes
- *Time will be based on state contact recommendation –*
2 groups of Hispanic/Latino migrant farm workers

Site: Los Angeles, CA

- Participants in focus groups will be paid – for their participation.
- Participants will be reimbursed for the cost of public transportation including taxi cab fare.
- Focus groups will last approximately 90 minutes each.
- The identity of participants will be confidential.

Screening Questions for Hispanic/Latino General Population (ages 21 and over)

Hello Mr./Ms. (If Known), my name is _____ and I'm calling from _____. We are presently working with ORC Macro, a research and consulting firm, on a research project about _____. Could I ask you a few short questions for this survey?

1. Determine gender.
 - Male
 - Female
2. I'm going to read a list of age groups to you. Could you please tell me which group you are in?
 - Under 21 – **terminate**
 - 22 - 33 – **continue**
 - 34 - 44 – **continue**
 - 45 - 54 – **continue**
 - 55 - 64 – **continue**
 - 65 and over -- **continue**
3. Have you or any member of your immediate family ever worked for the National Eye Institute or any other federal, state, or local agency that is responsible for eye care?
 - No – **continue**
 - Yes -- **terminate**
4. Have you or any member of your family ever worked in the eye care industry?
 - No – **continue**
 - Yes – **terminate**
5. What is your ethnic background?
 - Asian American – **terminate**
 - Black/African American (non-Hispanic/Latino Black) – **terminate**
 - Hispanic/Latino – **continue**
 - Pacific Islander – **terminate**
 - White – **terminate**
 - Other (please specify): _____ (**terminate** if other than Hispanic/Latino)
6. Are you able to read Spanish fluently?
 - Yes – **continue**
 - No – **terminate**
7. Are you able to speak Spanish fluently?

- Yes – *continue*
 - No – terminate
8. Have you ever been diagnosed with diabetes?
- No – *continue*
 - Yes – terminate
9. In the past year, have you participated in any focus groups, mock juries, or other market research studies? **[Participation in telephone surveys is allowable]**
- No – *continue*
 - Yes – terminate
10. We would like you to participate in a discussion with one of our researchers to talk about eye care. The focus group will take place on [Day, Date] at [Time] at the [Facility Name]. It will last about 90 minutes, and during the discussion you will be asked to read and comment on some information. You will be paid – for your participation plus public transportation costs including taxicab fare. Would you like to participate?
- No – terminate
 - Yes
11. I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address and give me a phone number where you can be reached:

NAME: _____

ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____

PHONE: (H) _____
(W) _____

Seleccionador De Participantes Para Los Grupos De Enfoque Sobre Pruebas De Mensajes Para Anuncios De Servicio Público En La Televisión Hispana

A. Objetivos del reclutamiento para la población en general

- Los participantes deben ser adultos de 21 años de edad en adelante.
- Cada grupo debe estar compuesto por partes iguales de hombres y mujeres.
- Todos los participantes deben ser hablantes nativos del español.
- Todos los participantes deben leer el español con fluidez.
- No podrán participar aquellas personas que trabajen o hayan trabajado o que tengan familiares trabajando para el *National Eye Institute (NEI)* o cualquier agencia gubernamental local o estatal responsable de proporcionar el cuidado de la vista.
- Tampoco podrán participar aquellas personas que trabajen o hayan trabajado o tengan familiares trabajando en el sector del cuidado de la vista (por ejemplo: *Lens Crafters, For Eyes, etc.*).
- Tampoco podrán participar aquellas personas que tengan familiares trabajando en el sector del cuidado de la vista (por ejemplo *Lens Crafters, For Eyes, etc.*)
- Los participantes no deben haber participado en un grupo de enfoque ni en otro estudio de investigación cualitativo durante el año pasado. Es aceptable la participación en encuestas por teléfono.
- Los participantes no pueden tener diabetes.

B. Programación

El programa/horario para estos grupos se muestra a continuación:

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal – 1 grupo que represente la población general hispana*
- *La hora se determinará según la recomendación del contacto estatal - 1 grupo de hispanos/ latinos con diabetes*

Lugar: Orlando, FL

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal – 1 grupo que represente la población general hispana*

- *La hora se determinará según la recomendación del contacto estatal - 1 grupo de hispanos / latinos con diabetes*

Lugar: Miami, FL

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal – 1 grupo que represente la población general hispana*
- *La hora se determinará según la recomendación del contacto estatal - 1 grupo de hispanos / latinos con diabetes*
- *La hora se determinará según la recomendación del contacto estatal - 2 grupos de trabajadores agrícolas migrantes de origen hispano/ latino con diabetes*

Lugar: Los Angeles, CA

- Los participantes en el grupo de enfoque deberán recibir un pago de - por su participación.
- Los participantes recibirán un reembolso por el costo del transporte público, incluyendo la tarifa del taxi.
- Los grupos de enfoque durarán aproximadamente 90 minutos cada uno.
- La identidad de los participantes será confidencial.

Preguntas De Selección Para La Población Hispana En General (21 Años De Edad En Adelante)

Hola señor/señora/señorita (si se sabe), mi nombre es _____ y le estoy hablando de _____. Actualmente estamos trabajando con *ORC Macro*, una empresa de investigación y consultoría, en un proyecto de investigación sobre _____. ¿Podría hacerle unas cuantas preguntas sencillas para esta encuesta?

1. Determine el sexo:
 - Masculino
 - Femenino
2. Le voy a leer una lista de grupos de edades. ¿Podría decirme en cuál grupo se encuentra usted?
 - Menor de 30 años - **termine**
 - De 30 a 44 años - **continúe**
 - De 45 a 55 años - **continúe**
 - De 56 a 64 años - **continúe**
 - De 65 años en adelante - **continúe**
3. ¿Ha trabajado usted o algún miembro de su familia íntima para el *National Eye Institute* o cualquier otra agencia federal, estatal o local que sea responsable del cuidado de la vista?
 - No - **continúe**
 - Sí -- **termine**
4. ¿Ha trabajado usted o algún miembro de su familia en el sector del cuidado de la vista?
 - No - **continúe**
 - Sí -- **termine**
5. ¿Cuál es su origen étnico?
 - Asiático americano - **termine**
 - Negro / africano americano (negro no hispano) - **termine**
 - Hispano / latino - **continúe**
 - De las islas del pacífico - **termine**
 - Blanco – **termine**
 - Otro (por favor, especifique): _____ (**termine** si no es hispano / latino)

6. ¿Cómo se calificaría usted mismo?
- De origen mexicano/centroamericano – *continúe hasta que se recluten por lo menos 8 personas para cada grupo de Los Ángeles*
 - De origen puertorriqueño/caribeño - *continúe hasta que se recluten por lo menos 8 personas para cada grupo de Orlando*
 - De origen cubano/sudamericano - *continúe hasta que se recluten por lo menos 8 personas para cada grupo de Miami*
7. ¿Puede leer el español con fluidez?
- Sí - ***continúe***
 - No - **termine**
8. ¿Puede hablar el español con fluidez?
- Sí - ***continúe***
 - No - **termine**
9. ¿Alguna vez se le ha diagnosticado diabetes?
- No - **termine**
 - Sí - ***continúe***
10. En el último año, ¿ha participado en algún grupo de enfoque, jurado de práctica u otro tipo de estudio de investigación de mercado? [Es aceptable la participación en encuestas por teléfono].
- No - ***continúe***
 - Sí - **termine**
11. Nos gustaría que participara en una plática con uno de nuestros investigadores para hablar sobre el cuidado de la vista. El grupo de enfoque se llevará a cabo el [Día, Fecha] a las [Hora] en [Nombre del lugar]. Tendrá una duración aproximada de 90 minutos y durante la plática se le pedirá que lea y haga comentarios sobre cierta información. Recibirá un pago de – por su participación, más los costos de transporte público incluida la tarifa del taxi.
- ¿Le gustaría participar?
- No - **termine**
 - Sí

12. Me gustaría enviarle una carta de confirmación y las instrucciones para llegar al lugar. ¿Podría darme su dirección postal y un número telefónico en el que se le pueda localizar?

NOMBRE: _____

DIRECCIÓN: _____

CIUDAD: _____ ESTADO: _____ CÓDIGO POSTAL:_____

TELÉFONO: (casa) _____
(trabajo) _____

Appendix A-2
Participant Screener for
Hispanics/Latinos with Diabetes

English and Spanish Language Versions

Participant Screener for Focus Groups on Hispanic/Latino TV PSA Message Testing

A. Rules for Hispanics/Latinos with Diabetes Population

- The participants should be adults ages 30 and older.
- Each group should be composed of equivalent proportions of men and women.
- All participants must be native Spanish speakers.
- All participants must be able to read Spanish fluently.
- Persons who work or have worked at, have a family member who works for the National Eye Institute or any state or local government agency responsible for eye care shall be excluded.
- Persons who work in or have worked in, have a family member who works in the eye care industry (e.g. Lens Crafters, For Eyes, etc.) shall also be excluded.
- Participants shall not have participated in a focus group or other qualitative research study during the past year. Participation in telephone surveys is allowable.
- Participants shall have been formally diagnosed with diabetes.

B. Scheduling

The schedule for these groups is as follows:

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population
- *Time will be based on state contact recommendation –*
1 group of Hispanics/Latinos with diabetes

Site: Orlando, FL

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population
- *Time will be based on state contact recommendation –*
1 group of Hispanics/Latinos with diabetes

Site: Miami, FL

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population

- *Time will be based on state contract recommendation –*
1 group of Hispanics/Latinos with diabetes
- *Time will be based on state contact recommendation –*
2 groups of Hispanic/Latino migrant farm workers

Site: Los Angeles, CA

- Participants in focus groups will be paid – for their participation.
- Participants will be reimbursed for the cost of public transportation including taxi cab fare.
- Focus groups will last approximately 90 minutes each.
- The identity of participants will be confidential.

Screening Questions for Hispanics/Latinos with Diabetes Population

Hello Mr./Ms. (If Known), my name is _____ and I'm calling from _____. We are presently working with ORC Macro, a research and consulting firm, on a research project about _____. Could I ask you a few short questions for this survey?

1. Determine gender.
 - Male
 - Female
2. I'm going to read a list of age groups to you. Could you please tell me which group you are in?
 - Under 30 – **terminate**
 - 30 – 44 – ***continue***
 - 45 – 55 – ***continue***
 - 56 – 64 – ***continue***
 - 65 and over – ***continue***
3. Have you or any member of your immediate family ever worked for the National Eye Institute or any other federal, state, or local agency that is responsible for eye care?
 - No – ***continue***
 - Yes – **terminate**
4. Have you or any member of your family ever worked in the eye care industry?
 - No – ***continue***
 - Yes – **terminate**
5. What is your ethnic background?
 - Asian American – **terminate**
 - Black/African American (non-Hispanic/Latino Black) – **terminate**
 - Hispanic/Latino – ***continue***
 - Pacific Islander – **terminate**
 - White – **terminate**
 - Other (please specify): _____ (**terminate** if other than Hispanic/Latino)
6. Are you able to read Spanish fluently?
 - Yes – ***continue***
 - No – **terminate**

7. Have you or any member of your family ever worked in the eye care industry?
 - No – *continue*
 - Yes – terminate
8. Have you ever been formally diagnosed with diabetes?
 - Yes – *continue*
 - No – terminate
9. In the past year, have you participated in any focus groups, mock juries, or other market research studies? **[Participation in telephone surveys is allowable]**
 - No – *continue*
 - Yes – terminate
10. We would like you to participate in a discussion with one of our researchers to talk about eye care. The focus group will take place on [Day, Date] at [Time] at the [Facility Name]. It will last about 90 minutes, and during the discussion you will be asked to read and comment on some information. You will be paid – for your participation plus public transportation costs including taxicab fare. Would you like to participate?
 - No – terminate
 - Yes
11. I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address and give me a phone number where you can be reached:

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (H) _____
(W) _____

Seleccionador De Participantes Para Los Grupos De Enfoque Sobre Pruebas De Mensajes Para Anuncios De Servicio Público En La Televisión Hispana

A. Reglamento para la población de hispanos/ latinos con diabetes

- Los participantes deben ser adultos de 30 años de edad en adelante.
- Cada grupo debe estar compuesto por partes iguales de hombres y mujeres.
- Todos los participantes deben ser hablantes nativos del español.
- Todos los participantes deben leer el español con fluidez.
- No podrán participar aquellas personas que trabajen o hayan trabajado o que tengan familiares trabajando para el *National Eye Institute* o cualquier agencia gubernamental local o estatal responsable de proporcionar el cuidado de la vista.
- Tampoco podrán participar aquellas personas que trabajen o hayan trabajado o que tengan familiares trabajando en el sector del cuidado de la vista (por ejemplo: *Lens Crafters, For Eyes, etc.*)
- Los participantes no deben haber participado en un grupo de enfoque ni en otro estudio de investigación cualitativo durante el año pasado. Es aceptable la participación en encuestas por teléfono.
- A los participantes se les debe haber diagnosticado diabetes formalmente.

B. Programación

El programa/horario para estos grupos se muestra a continuación:

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal* – 1 grupo que represente la población general hispana
- *La hora se determinará según la recomendación del contacto estatal* - 1 grupo de hispanos/latinos con diabetes

Lugar: Orlando, FL

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal* – 1 grupo que represente la población general hispana
- *La hora se determinará según la recomendación del contacto estatal* - 1 grupo de hispanos/latinos con diabetes

Lugar: Miami, FL

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal* – 1 grupo que represente la población general hispana
- *La hora se determinará según la recomendación del contacto estatal* - 1 grupo de hispanos/ latinos con diabetes
- *La hora se determinará según la recomendación del contacto estatal* - 2 grupos de trabajadores agrícolas migrantes de origen hispano/ latino con diabetes

Lugar: Los Angeles, CA

- Los participantes en el grupo de enfoque deberán recibir un pago de - por su participación.
- Los participantes recibirán un reembolso por el costo del transporte público, incluyendo la tarifa del taxi.
- Los grupos de enfoque durarán aproximadamente 90 minutos cada uno.
- La identidad de los participantes será confidencial.

Preguntas De Selección Para Los Hispanos/ Latinos Con Diabetes

Hola señor/señora/señorita (si se sabe), mi nombre es _____ y le estoy hablando de _____. Actualmente estamos trabajando con *ORC Macro*, una empresa de investigación y consultoría, en un proyecto de investigación sobre _____. ¿Podría hacerle unas cuantas preguntas sencillas para esta encuesta?

1. Determine el sexo:
 - Masculino
 - Femenino

2. Le voy a leer una lista de grupos de edades. ¿Podría decirme en cuál grupo se encuentra usted?
 - Menor de 30 años - **termine**
 - De 30 a 44 años - **continúe**
 - De 45 a 55 años - **continúe**
 - De 56 a 64 años - **continúe**
 - De 65 años en adelante - **continúe**

3. ¿Ha trabajado usted o algún miembro de su familia íntima para el *National Eye Institute* o cualquier otra agencia federal, estatal o local que sea responsable del cuidado de la vista?
 - No - **continúe**
 - Sí -- **termine**

4. ¿Ha trabajado usted o algún miembro de su familia en el sector del cuidado de la vista?
 - No - **continúe**
 - Sí -- **termine**

5. ¿Cuál es su origen étnico?
 - Asiático americano - **termine**
 - Negro / africano americano (negro no hispano) - **termine**
 - Hispano / latino - **continúe**
 - De las islas del pacífico - **termine**
 - Blanco – **termine**
 - Otro (por favor, especifique): _____ (**termine** si no es hispano / latino)

6. ¿Cómo se calificaría usted mismo?
 - De origen mexicano/centroamericano – ***continúe hasta que se recluten por lo menos 8 personas para cada grupo de Los Ángeles***
 - De origen puertorriqueño/caribeño - ***continúe hasta que se recluten por lo menos 8 personas para cada grupo de Orlando***

- De origen cubano/sudamericano - ***continúe hasta que se recluten por lo menos 8 personas para cada grupo de Miami***
7. ¿Puede leer el español con fluidez?
- Sí - ***continúe***
 - No - **termine**
8. ¿Ha trabajado usted o algún miembro de su familia íntima en el sector del cuidado de la vista?
- No - ***continúe***
 - Sí -- **termine**
9. ¿Alguna vez se le ha diagnosticado diabetes formalmente?
- No - **termine**
 - Sí - ***continúe***
10. En el último año, ¿ha participado en algún grupo de enfoque, jurado de práctica u otro tipo de estudio de investigación de mercado? **[Es aceptable la participación en encuestas por teléfono].**
- No - ***continúe***
 - Sí - **termine**
11. Nos gustaría que participara en una plática con uno de nuestros investigadores para hablar sobre el cuidado de la vista. El grupo de enfoque se llevará a cabo el [Día, Fecha] a las [Hora] en [Nombre del lugar]. Tendrá una duración aproximada de 90 minutos y durante la plática se le pedirá que lea y haga comentarios sobre cierta información. Recibirá un pago de – por su participación, más los costos de transporte público incluida la tarifa del taxi. ¿Le gustaría participar?
- No - **termine**
 - Sí
12. Me gustaría enviarle una carta de confirmación y las instrucciones para llegar al lugar. ¿Podría darme su dirección postal y un número telefónico en el que se le pueda localizar?

NOMBRE: _____

DIRECCIÓN: _____

CIUDAD: _____ ESTADO: _____ CÓDIGO POSTAL: _____

TELÉFONO: (casa) _____
(trabajo) _____

Appendix A-3
Participant Screener for
Hispanic/Latino Farm Workers

English and Spanish-Language Versions

Participant Screener for Focus Groups on Hispanic/Latino TV PSA Message Testing

A. Rules for Hispanic/Latino Farm Workers with Diabetes

- The participants should be adults between the ages of 30 and older.
- Each group should be composed of equivalent proportions of men and women.
- All participants must be native Spanish speakers.
- All participants must be able to read Spanish fluently.
- All participants must be employed as a migrant farm worker.
- Persons who have family members that work for the National Eye Institute or any state or local government agency responsible for eye care shall be excluded.
- Persons who have family members that work in the eye care industry (e.g. Lens Crafters, For Eyes, etc.) shall also be excluded.
- Participants shall not have participated in a focus group or other qualitative research study during the past year. Participation in telephone survey is allowable.
- Participants shall have been formally diagnosed with diabetes.

B. Schedule

The schedule for these groups is as follows:

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population
- *Time will be based on state contact recommendation –*
1 group of Hispanics/Latinos with diabetes

Site: Orlando, FL

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population
- *Time will be based on state contact recommendation –*
1 group of Hispanics/Latinos with diabetes

Site: Miami, FL

Date/Time: June --, Focus Groups at:

- *Time will be based on state contact recommendation –*
1 group of Hispanic/Latino general population

- *Time will be based on state contract recommendation –*
1 group of Hispanics/Latinos with diabetes
- *Time will be based on state contact recommendation –*
2 groups of Hispanic/Latino migrant farm workers

Site: Los Angeles, CA

- Participants in focus groups will be paid – for their participation.
- Participants will be reimbursed for the cost of public transportation including taxi cab fare.
- Focus groups will last approximately 90 minutes each.
- The identity of participants will be confidential.

Screening Questions for Hispanic/Latino Farm Workers (ages 30 and older)

Hello Mr./Ms. (If Known), my name is _____ and I'm calling from _____. We are presently working with ORC Macro, a research and consulting firm, on a research project about _____. Could I ask you a few short questions for this survey?

1. Determine gender.
 - Male
 - Female
2. I'm going to read a list of age groups to you. Could you please tell me which group you are in?
 - Under 30 – **terminate**
 - 30 - 44 – ***continue***
 - 45 - 55 – ***continue***
 - 56 - 64 – ***continue***
 - 65 and over – ***continue***
3. Has any member of your immediate family ever worked for the National Eye Institute or any other federal, state, or local agency that is responsible for eye care?
 - No – ***continue***
 - Yes -- **terminate**
4. Has any member of your family ever worked in the eye care industry?
 - No – ***continue***
 - Yes – **terminate**
5. Are you currently employed as a migrant farm worker?
 - Yes – ***continue***
 - No -- **terminate**
6. What is your ethnic background?
 - Asian American – **terminate**
 - Black/African American (non-Hispanic/Latino Black) – **terminate**
 - Hispanic/Latino – ***continue***
 - Pacific Islander – **terminate**
 - White – **terminate**
 - Other (please specify): _____ (**terminate** if other than Hispanic/Latino)

7. Are you able to read Spanish fluently?
 - Yes – *continue*
 - No – terminate
8. Are you able to speak Spanish fluently?
 - Yes – *continue*
 - No – terminate
9. Have you ever been diagnosed with diabetes?
 - No – terminate
 - Yes – *continue*
10. In the past year, have you participated in any focus groups, mock juries, or other market research studies? **[Participation in telephone surveys is allowable]**
 - No – *continue*
 - Yes – terminate
11. We would like you to participate in a discussion with one of our researchers to talk about eye care. The focus group will take place on [Day, Date] at [Time] at the [Facility Name]. It will last about 90 minutes, and during the discussion you will be asked to read and comment on some information. You will be paid – for your participation plus public transportation costs including taxicab fare. Would you like to participate?
 - No – terminate
 - Yes
12. I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address and give me a phone number where you can be reached:

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (H) _____
(W) _____

Seleccionador De Participantes Para Los Grupos De Enfoque Sobre Pruebas De Mensajes Para Anuncios De Servicio Público En La Televisión Hispana

A. Reglamento para la población de trabajadores agrícolas migrantes de origen hispano/ latino con diabetes

- Los participantes deben ser adultos de 30 años de edad en adelante.
- Cada grupo debe estar compuesto por partes iguales de hombres y mujeres.
- Todos los participantes deben ser hablantes nativos del español.
- Todos los participantes deben leer el español con fluidez.
- Todos los participantes deben ser trabajadores agrícolas migrantes de origen hispano/latino.
- No podrán participar aquellas personas que trabajen o hayan trabajado o que tengan familiares trabajando para el *National Eye Institute* o cualquier agencia gubernamental local o estatal responsable de proporcionar el cuidado de la vista.
- Tampoco podrán participar aquellas personas que trabajen o hayan trabajado o que tengan familiares trabajando en el sector del cuidado de la vista (por ejemplo: *Lens Crafters, For Eyes, etc.*)
- Los participantes no deben haber participado en un grupo de enfoque ni en otro estudio de investigación cualitativo durante el año pasado. Es aceptable la participación en encuestas por teléfono.
- A los participantes se les debe haber diagnosticado diabetes formalmente.

B. Programación

El programa/horario para estos grupos se muestra a continuación:

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal* – 1 grupo que represente la población general hispana
- *La hora se determinará según la recomendación del contacto estatal* - 1 grupo de hispanos/latinos con diabetes

Lugar: Orlando, FL

Fecha/Hora: Junio -- Grupos de enfoque en:

- *La hora se determinará según la recomendación del contacto estatal* – 1 grupo que represente la población general hispana
- *La hora se determinará según la recomendación del contacto estatal* - 1 grupo de hispanos/latinos con diabetes

Lugar: Miami, FL

- Fecha/Hora: Junio -- Grupos de enfoque en:
- *La hora se determinará según la recomendación del contacto estatal – 1 grupo que represente la población general hispana*
 - *La hora se determinará según la recomendación del contacto estatal - 1 grupo de hispanos/ latinos con diabetes*
 - *La hora se determinará según la recomendación del contacto estatal - 2 grupos de trabajadores agrícolas migrantes de origen hispano/ latino con diabetes*

Lugar: Los Angeles, CA

- Los participantes en el grupo de enfoque deberán recibir un pago de - por su participación.
- Los participantes recibirán un reembolso por el costo del transporte público, incluyendo la tarifa del taxi.
- Los grupos de enfoque durarán aproximadamente 90 minutos cada uno.
- La identidad de los participantes será confidencial.

Preguntas De Selección Para Trabajadores Agrícolas Migrantes de Origen Hispano/ Latino Con Diabetes

Hola señor/señora/señorita (si se sabe), mi nombre es _____ y le estoy hablando de _____. Actualmente estamos trabajando con *ORC Macro*, una empresa de investigación y consultoría, en un proyecto de investigación sobre _____. ¿Podría hacerle unas cuantas preguntas sencillas para esta encuesta?

1. Determine el sexo:
 - Masculino
 - Femenino

2. Le voy a leer una lista de grupos de edades. ¿Podría decirme en cuál grupo se encuentra usted?
 - Menor de 30 años - **termine**
 - De 30 a 44 años - **continúe**
 - De 45 a 55 años - **continúe**
 - De 56 a 64 años - **continúe**
 - De 65 años en adelante - **continúe**

3. ¿Ha trabajado usted o algún miembro de su familia íntima para el *National Eye Institute* o cualquier otra agencia federal, estatal o local que sea responsable del cuidado de la vista?
 - No - **continúe**
 - Sí -- **termine**

4. ¿Ha trabajado usted o algún miembro de su familia en el sector del cuidado de la vista?
 - No - **continúe**
 - Sí – **termine**

5. Esta usted actualmente empleado como trabajador / trabajadora agrícola?
 - No - **continúe**
 - Sí -- **termine**

6. ¿Cuál es su origen étnico?
 - Asiático americano - **termine**
 - Negro / africano americano (negro no hispano) - **termine**
 - Hispano / latino - **continúe**
 - De las islas del pacífico - **termine**
 - Blanco – **termine**
 - Otro (por favor, especifique): _____ (**termine**
si no es hispano / latino)

7. ¿Cómo se calificaría usted mismo?
- De origen mexicano/centroamericano – *continúe hasta que se recluten por lo menos 8 personas para cada grupo de Los Ángeles*
 - De origen puertorriqueño/caribeño - *continúe hasta que se recluten por lo menos 8 personas para cada grupo de Orlando*
 - De origen cubano/sudamericano - *continúe hasta que se recluten por lo menos 8 personas para cada grupo de Miami*
8. ¿Puede leer el español con fluidez?
- Sí - ***continúe***
 - No - **termine**
9. ¿Ha trabajado usted o algún miembro de su familia íntima en el sector del cuidado de la vista?
- No - ***continúe***
 - Sí -- **termine**
10. ¿Alguna vez se le ha diagnosticado diabetes formalmente?
- No - **termine**
 - Sí - ***continúe***
11. En el último año, ¿ha participado en algún grupo de enfoque, jurado de práctica u otro tipo de estudio de investigación de mercado? [Es aceptable la participación en encuestas por teléfono].
- No - ***continúe***
 - Sí - **termine**
12. Nos gustaría que participara en una plática con uno de nuestros investigadores para hablar sobre el cuidado de la vista. El grupo de enfoque se llevará a cabo el [Día, Fecha] a las [Hora] en [Nombre del lugar]. Tendrá una duración aproximada de 90 minutos y durante la plática se le pedirá que lea y haga comentarios sobre cierta información. Recibirá un pago de – por su participación, más los costos de transporte público incluida la tarifa del taxi. ¿Le gustaría participar?
- No - **termine**
 - Sí

13. Me gustaría enviarle una carta de confirmación y las instrucciones para llegar al lugar. ¿Podría darme su dirección postal y un número telefónico en el que se le pueda localizar?

NOMBRE: _____

DIRECCIÓN: _____

CIUDAD: _____ ESTADO: _____ CÓDIGO POSTAL: _____

TELÉFONO: (casa) _____
(trabajo) _____

Appendix B-1
Moderator's Guide for General Population
English and Spanish Language Versions

Hispanic/Latino TV PSA Message Testing

Moderator's Guide

General Population

I. Welcome and Introductions

Welcome

Good evening, my name is (moderator's name) and I will be your moderator for this session. I am employed by a management consulting firm located just outside Washington, DC. Our client is interested in vision care among Hispanic/Latino adults (30+). I want to let you know that I am not an expert in vision care, rather I am an independent moderator trained to facilitate our discussion.

Introductions

Before we begin, let's introduce ourselves. As I mentioned I am _____ . My job is to ask questions and, if needed, to ask you to clarify your response. It is important for you to know that there are no right or wrong answers here. We just want to get a better understanding of your vision care concerns and how and where you learn about vision care.

Let's begin on my left and move around the table. Tell me your name and why you agreed to participate in this focus group today. Thank you.

Ground Rules

Now I would like to talk a little bit about our ground rules for today's discussion. Ground rules are our guidelines for operating so that we can complete our task in a manner that is respectful of everyone and provides all of you with the opportunity to express your thoughts safely and confidentially.

- You have been invited here to offer your views and opinions.
- Everyone's participation is important.
- Please speak one at a time.
- There are no right or wrong answers.
- It's okay to be critical. If you dislike something you hear, it's okay to disagree but be willing to offer your own views and opinions.

- This session will be audio taped. This allows us to capture everything that is being said today, which we will need to write our report to our client. (If there is a one-way mirror mention that there are observers in the next room and mention who the observers are and why they are behind the mirror. Also mention where the audio equipment is located if it is not obvious.)
- All of your answers will be confidential, so feel free to say exactly what is on your mind. Nothing will be attributed to any particular person in our report.
- If anyone needs to use the rest room, they are located (specify). There is no need to stop the discussion.

Do you have any questions before we get started?

II. General Vision

Let's begin by talking about your vision.

- How do you rate your vision in general?
- When was the last time you had your eyes examined? (past year, 1-2 years, more than 2 years)
- What is a dilated eye exam?
 - o Probe:
 - How many of you have had a dilated eye exam?
 - How often? (once a year, once every two years?)

III. Knowledge of Diabetes and Diabetic Eye Disease

- How many of you have heard the term “diabetes”?
- What do you know about diabetes?
 - o Probe:
 - What are the symptoms?
- How many of you know someone with diabetes?
 - o Probe:
 - Friend? Family member?

Now, I'd like to talk more specifically how diabetes affects your vision.

- How many of you know that diabetes affects the eyes?

- How many of you are familiar with the term “diabetic eye disease”?
 - Probe:
 - What terms do you know?
- What are the symptoms of diabetic eye disease?
- How many of you know someone who has been diagnosed with diabetic eye disease?
- How many of you know someone who you think may have or be at risk for diabetic eye disease?
 - Probe:
 - Why do you think they may have diabetic eye disease? Why do you think they are at-risk for developing diabetic eye disease?
- Why do you think diabetic eye disease may be considered a serious condition?

IV. Television Preferences

Let's switch topics for a minute.

- How many of you watch TV?
- How often do you watch TV?
 - Probe:
 - Every day? Few times a week? Rarely?
 - For how many hours?
- At what time of day do you typically watch television?
 - Probe:
 - In the morning? During the day? In the evening?
 - During what hours do you watch TV?
- Do you get health information from TV?
 - Probe:
 - Where? – News? Specific health-related show? Other?
 - Spanish-language stations?
 - Particular network?

V. PSA's

I would now like to get your opinion on a couple of TV public service announcements (PSAs) that our client is currently developing. Today, you are going to see an animated version of two PSAs. The PSA that will be shown on television will use actual people. Although the characters are animated today, you will hear voices of actual people.

Depending on the feedback received from these focus groups, one of the PSAs will later be developed for TV broadcast.

Let's take a look at the PSAs.

(Moderator Note: Present PSAs one at a time and query after the presentation of each PSA.)

After the presentation of each PSA, ask the following:

- What do you think the message of the PSA is?
 - Probe: Was there any wording or information that confused you? [If wording – How would you word it?]
 - How many of you have heard the phrase “nos quiere como a sus ojos”?
 - Probe: What does the phrase mean to you? What other phrase you would use to convey the same meaning?
- What do you think of the characters?
 - Probe: What did you think of their appearance? What would you change about their attire and/or accessories? How would you change it specifically? Hairstyles? Facial hair?

How old do the characters appear? What age should the characters be?
Why?

Let's talk about the audio portion of the PSA.

- What do you think of the voices and music?
 - Probe: Do the voices and music seem appropriate? Why? Why not?
- What is your overall reaction to the story?
 - Probe:
 - What about it do you like? Dislike?
 - How long or short should it be?
 - What if anything, would you delete from the PSA?

(Moderator Note: After presenting and querying separately, ask the following.)

- Which PSA do you prefer?
 - Probe:
 - Why?
 - What would you change, add, or delete to this PSA?
 - What would enhance this PSA to capture your attention on television?

- What about this PSA encourages you to schedule a dilated eye exam for yourself?
 - Probe:
 - If it doesn't, why not?
- How many of you have ever used a 1-800 number or internet address to obtain health-related brochures or pamphlets?
 - Probe:
 - Which do you prefer? Why?

Moderator: Before we end our session today, I want to check with my client and see if there is anything else I need to ask or clarify. I'll be back in a minute or two.

VI. Summary

Before we close this session, I would like to tell you that our client is the National Eye Institute (NEI), part of the National Institutes of Health, an agency of the U.S. Department of Health and Human Services. NEI's research on eye diseases and disorders leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness.

- If there was one thing that the NEI could do to make Hispanics/Latinos more aware of their risk for diabetic eye disease, what would that be?

On behalf of the NEI, I wish to thank all of you for your input today. Please see [the front desk or (name of person)] for a token of appreciation from the NEI.

Pruebas De Mensajes Para Anuncios De Servicio Público En La Televisión Hispana Guía Para Moderadores

I. Bienvenida y presentaciones

Bienvenida

Buenas noches, me llamo (nombre del moderador) y seré su moderador en esta sesión. Trabajo para una empresa de consultoría en administración que se encuentra en las afueras de Washington, D.C. Nuestro cliente se interesa por el cuidado de la vista en adultos Hispanos/ Latinos (de 30 años de edad en adelante). Quiero que sepan que no soy experto/a en el cuidado de la vista, sino un/a moderador/a independiente capacitado/a para facilitar nuestra plática.

Presentaciones

Antes que comencemos, vamos a presentarnos. Como ya les mencioné, mi nombre es _____. Mi trabajo consiste en hacer preguntas y, cuando sea necesario, pedirles que aclaren sus respuestas. Es importante que sepan que no hay respuestas correctas o incorrectas. Nuestra única intención es entender mejor sus inquietudes respecto al cuidado de la vista, y cómo y dónde ustedes aprenden sobre este tema.

Empecemos por mi lado izquierdo y sigamos dándole la vuelta a la mesa. Díganme su nombre y por qué aceptaron participar en este grupo de enfoque el día de hoy. Gracias.

Reglas

Ahora me gustaría hablar un poco sobre nuestras reglas generales para la plática de hoy. Las reglas generales son las pautas que nos permiten concluir nuestra tarea de una manera respetuosa para todos y brindar la oportunidad a todos ustedes de expresar sus ideas con seguridad y confidencialidad.

- Se les invitó a venir para compartir sus opiniones.
- La participación de todos es importante.
- Por favor, hable uno a la vez.
- No hay respuestas correctas o incorrectas.

- Es aceptable ser crítico. Si no les parece bien algo de lo que se diga, está bien estar en desacuerdo. Pero deben estar dispuestos a ofrecer sus propias opiniones y puntos de vista.
- Esta sesión se grabará en una cinta. Eso nos permitirá captar todo lo que se diga hoy y servirá para escribir un informe a nuestro cliente. (Si hay un espejo de observación unidireccional, mencione que en el salón adjunto hay observadores e informe quiénes son y por qué se encuentran detrás del espejo. También mencione dónde se encuentra el equipo de audio si su ubicación no es obvia.)
- Todas sus respuestas serán confidenciales, de modo que siéntase con la libertad de decir exactamente lo que está pensando. Nada se atribuirá a una persona en particular en nuestro informe.
- Los baños se encuentran (especifique) por si alguien desea usarlos. No hay necesidad de detener la plática.

¿Tienen algunas preguntas antes de que comencemos?

II. Vista general

Comencemos a hablar acerca de su vista.

- ¿Cómo calificarían su vista en general?
- ¿Cuándo fue la última vez que se hicieron un examen de la vista? (durante el año pasado, hace de 1 a 2 años, hace más de 2 años)
- ¿Qué es un examen de la vista con dilatación de las pupilas?
 - o Sondee:
 - ¿Cuántos de ustedes se han hecho un examen de la vista con dilatación?
 - ¿Con qué frecuencia? (¿Una vez al año, una vez cada dos años?)

III. Conocimiento sobre diabetes y enfermedad diabética del ojo

- ¿Cuántos de ustedes han escuchado el término “diabetes”?
- ¿Qué saben sobre la diabetes?
 - o Sondee:
 - ¿Cuáles son los síntomas?
- ¿Cuántos de ustedes conocen a alguien que padezca diabetes?

- o Sondee:
 - ¿Un amigo? ¿Un familiar?

Ahora me gustaría hablar más en concreto sobre cómo la diabetes puede afectar su vista.

- ¿Cuántos de ustedes saben que la diabetes afecta los ojos?
- ¿Cuántos de ustedes están familiarizados con el término “enfermedad diabética del ojo”?
 - o Sondee:
 - ¿Qué términos conocen ustedes?
- ¿Cuáles son los síntomas de la enfermedad diabética del ojo?
- ¿Cuántos de ustedes conocen a alguien que se le ha diagnosticado una enfermedad diabética del ojo?
- ¿Cuántos conocen a alguien que ustedes creen pueda tener o correr el riesgo de tener la enfermedad diabética del ojo?
 - o Sondee:
 - ¿Por qué creen que pueda padecer la enfermedad diabética del ojo? ¿Por qué creen que corre el riesgo de adquirir la enfermedad diabética del ojo?
- ¿Por qué creen que la enfermedad diabética del ojo puede considerarse una condición grave?

IV. Preferencias relacionadas con la televisión

Cambiemos de tema por un momento.

- ¿Cuántos de ustedes ven la televisión?
- ¿Con qué frecuencia ven la televisión?
 - o Sondee:
 - ¿Todos los días? ¿Unas cuantas veces a la semana? ¿Raras veces?
 - ¿Cuántas horas?
- ¿A qué hora del día normalmente ven la televisión?
 - o Sondee:
 - ¿En la mañana? ¿Durante el día? ¿En la tarde?
 - ¿Durante qué horas ven la televisión?
- ¿Obtienen información sobre la salud a través de la televisión?

- o Sondee:
 - ¿De qué fuentes? --¿Las noticias? ¿Programas específicos relacionados con la salud? ¿Otras? ¿Canales en español?
 - ¿De una red en particular?

V. Anuncios de servicio público

Ahora me gustaría saber su opinión sobre dos anuncios de servicio público para televisión que nuestro cliente está elaborando. Actualmente los anuncios tienen un formato de prueba, pero la versión final se producirá como una película -- en color y con personas reales. Dependiendo de las opiniones que se reciban de estos grupos de enfoque, el cliente producirá un anuncio que será transmitido por televisión.

Demos un vistazo a los anuncios.

(Nota para el moderador: Presente los anuncios de video uno a la vez y haga preguntas después de la presentación de cada uno).

Después de la presentación de cada anuncio pregunte lo siguiente:

- ¿Cuál creen ustedes que es el mensaje de este anuncio?
 - o Sondee:
 - ¿Qué palabra, frase o información les confunde o no está clara? [Si es una palabra o frase ¿Cómo lo dirían?]
 - ¿Cuántos de ustedes han escuchado la frase “nos quiere como a sus ojos”?
 - o Sondee:
 - ¿Qué significa esa frase para ustedes? ¿Cuál otra frase usarían que tenga el mismo significado?
 - ¿Qué piensan de los personajes?
 - o Sondee:
 - ¿Qué piensan de la apariencia de los personajes? ¿Estilo de pelo? ¿Bigote y barba? ¿Qué cambiarían en la ropa o en los accesorios que utilizan? ¿Cómo lo cambiarían, específicamente? ¿Cómo se deben vestir los personajes?
 - ¿Cuántos años parecen tener los personajes? ¿Cuántos años creen que deben tener los personajes? ¿Por qué?
- *Hablemos del sonido (audio) del anuncio*
- ¿Qué piensan de las voces y la música?
 - o Sondee:

- ¿Les parecen apropiadas las voces y la música? ¿Por qué? ¿Por qué no?
- En general, ¿qué es su reacción a la historia?
 - Sondee:
 - ¿Qué les gusta? ¿Qué no les gusta?
 - ¿Cuán largo o corto debe ser al anuncio?
 - ¿Hay algo que se puede eliminar del anuncio [para hacerlo más corto]?

(Nota para el moderador: Después de presentar y preguntar por separado, haga las siguientes preguntas.)

- ¿Cuál anuncio prefieren?
 - Sondee:
 - ¿Por qué?
 - ¿Hay algo que Uds. cambiarían, agregarían o eliminarían en cualquiera de los anuncios? ¿Qué se puede añadir para hacerlo mejor y captar su atención?
- ¿Qué hay en el anuncio que les anima hacerse un examen de los ojos con las pupilas dilatadas?
 - Sondee:
 - Si no lo hace, ¿por qué?
- ¿Cuántos han usado un número telefónico 1-800 para obtener un folleto con información relacionada con la salud? ¿Cuántos han usado un sitio Internet para obtener un folleto con información relacionada con la salud?
 - Sondee:
 - ¿Cuál prefieren? ¿por qué?

Moderador: Antes de que terminemos nuestra sesión del día de hoy, quiero comprobar con mi cliente si hay alguna otra cosa que necesite preguntar o aclarar. Regresaré en uno o dos minutos.

VI. Resumen

Antes de terminar la sesión me gustaría decirles que nuestro cliente es el Instituto Nacional del Ojo (*National Eye Institute o NEI por sus siglas en inglés*), que forma parte de los Institutos Nacionales de la Salud (*National Institutes of Health o NIH por sus siglas en inglés*), un organismo del Departamento de Salud y Servicios Humanos (*Department of Health and Human Services en inglés*) de los Estados Unidos. La investigación sobre las enfermedades y los trastornos de la vista realizada por el *NEI* conduce a

descubrir tratamientos para salvar la vista y desempeña un papel fundamental en la reducción de del deterioro de la visión y la ceguera.

➤ Si hubiera algo que el *NEI* pudiera hacer para lograr que los Hispanos/Latinos sean más conscientes del riesgo de padecer la enfermedad diabética del ojo, ¿qué podría ser?

En nombre del *NEI*, les agradezco a todos ustedes por su participación el día de hoy. Diríjanse [al mostrador o con (nombre de la persona)] para recibir un pago de agradecimiento por parte del *NEI*.

Appendix B-2
Moderator's Guide for
Hispanics/Latinos with Diabetes

English and Spanish Language Versions

Hispanic/Latino TV PSA Message Testing

Moderator's Guide

Hispanics/Latinos with Diabetes

I. Welcome and Introductions

Welcome

Good evening, my name is (moderator's name) and I will be your moderator for this session. I am employed by a management consulting firm located just outside Washington, DC. Our client is interested in vision care among Hispanic/Latino adults (30+). I want to let you know that I am not an expert in vision care, rather I am an independent moderator trained to facilitate our discussion.

Introductions

Before we begin, let's introduce ourselves. As I mentioned I am _____. My job is to ask questions and, if needed, to ask you to clarify your response. It is important for you to know that there are no right or wrong answers here. We just want to get a better understanding of your vision care concerns and how and where you learn about vision care.

Let's begin on my left and move around the table. Tell me your name and why you agreed to participate in this focus group today. Thank you.

Ground Rules

Now I would like to talk a little bit about our ground rules for today's discussion. Ground rules are our guidelines for operating so that we can complete our task in a manner that is respectful of everyone and provides all of you with the opportunity to express your thoughts safely and confidentially.

- You have been invited here to offer your views and opinions.
- Everyone's participation is important.
- Please speak one at a time.
- There are no right or wrong answers.
- It's okay to be critical. If you dislike something you hear, it's okay to disagree but be willing to offer your own views and opinions.
- This session will be audio taped. This allows us to capture everything that is being said today, which we will need to write our report to our client. (If there is a one-way mirror mention that there are observers in

the next room and mention who the observers are and why they are behind the mirror. Also mention where the audio equipment is located if it is not obvious.)

- All of your answers will be confidential, so feel free to say exactly what is on your mind. Nothing will be attributed to any particular person in our report.
- If anyone needs to use the rest room, they are located (specify). There is no need to stop the discussion.

Do you have any questions before we get started?

II. General Vision

Let's begin by talking about your vision.

- How do you rate your vision in general?
- When was the last time you had your eyes examined? (past year, 1-2 years, more than 2 years)
- What is a dilated eye exam?
 - o Probe:
 - How many of you have had a dilated eye exam?
 - How often? (once a year, once every two years?)

III. Knowledge of Diabetic Eye Disease

Now I'd like to talk more specifically about how diabetes affects your vision.

- How many of you know that diabetes affects the eyes?
- How many of you are familiar with the term "diabetic eye disease"?
 - o Probe:
 - What terms do you know?
- What are the symptoms of diabetic eye disease?

(Moderator Note: Initially, there are not symptoms or warning signs.)

- How many of you have been diagnosed with diabetic eye disease?

- How many of you are familiar with how diabetes affects one's vision?
 - o Probe:
 - Can you describe to me what happens to the eye when someone has diabetic eye disease? What does a person see when they have diabetic eye disease?
- How can one prevent vision loss from diabetic eye disease?
 - o Probe:
 - Frequent eye exams? Proper nutrition?
- Why do you think diabetic eye disease may be considered a serious condition?

IV. Television Preferences

Let's switch topics for a minute.

- How many of you watch TV?
- How often do you watch TV?
 - o Probe:
 - Every day? Few times a week? Rarely?
 - For how many hours?
- Do you get health information from TV?
 - o Probe:
 - Where? News? Specific health-related show? Other? Spanish-language stations?
 - Particular network?

V. PSA's

I would now like to get your opinion on a couple of TV public service announcements (PSAs) that our client is currently developing. Today, you are going to see an animated version of two PSAs. The PSA that will be shown on television will use actual people. Although the characters are animated today, you will hear voices of actual people. Depending on the feedback received from these focus groups, one of the PSAs will later be developed for TV broadcast.

Let's take a look at the PSAs.

(Moderator Note: Present PSAs one at a time and query after the presentation of each PSA.)

After the presentation of each PSA, ask the following:

- What do you think the message of the PSA is?

- Probe: Was there any wording or information that confused you? [If wording – How would you word it?]
- How many of you have heard the phrase “nos quiere como a sus ojos”?
 - Probe: What does the phrase mean to you? What other phrase you would use to convey the same meaning?
- What do you think of the characters?
 - Probe: What did you think of their appearance? What would you change about their attire and/or accessories? How would you change it specifically? Hairstyles? Facial hair?

How old do the characters appear? What age should the characters be? Why?

Let's talk about the audio portion of the PSA.

- What do you think of the voices and music?
 - Probe: Do the voices and music seem appropriate? Why? Why not?
- What is your overall reaction to the story?
 - Probe:
 - What about it do you like? Dislike?
 - How long or short should it be?
 - What if anything, would you delete from the PSA?

(Moderator Note: After presenting and querying separately, ask the following.)

- Which PSA do you prefer?
 - Probe:
 - Why?
 - What would you change, add, or delete to this PSA?
 - What would enhance this PSA to capture your attention on television?
- What about this PSA encourages you to schedule a dilated eye exam for yourself?
 - Probe: If it doesn't, why not?
- How many of you have ever used a 1-800 number or internet address to obtain health-related brochures or pamphlets?
 - Probe:
 - Which do you prefer? Why?

Moderator: Before we end our session today, I want to check with my client and see if there is anything else I need to ask or clarify. I'll be back in a minute or two.

VI. Summary

Before we close this session, I would like to tell you that our client is the National Eye Institute (NEI), part of the National Institutes of Health, an agency of the U.S. Department of Health and Human Services. NEI's research on eye diseases and disorders leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness.

- If there was one thing that the NEI could do to make Hispanics/Latinos more aware of their risk for diabetic eye disease, what would that be?

On behalf of the NEI, I wish to thank all of you for your input today. Please see [the front desk or (name of person)] for a token of appreciation from the NEI.

Pruebas De Mensajes Para Anuncios De Servicio Público En La Televisión Hispana Guía Para Moderadores

I. Bienvenida y presentaciones

Bienvenida

Buenas noches, me llamo (nombre del moderador) y seré su moderador en esta sesión. Trabajo para una empresa de consultoría en administración que se encuentra en las afueras de Washington, D.C. Nuestro cliente se interesa por el cuidado de la vista en adultos Hispanos / Latinos (de 30 años de edad en adelante). Quiero que sepan que no soy experto/a en el cuidado de la vista, sino un/a moderador/a independiente capacitado/a para facilitar nuestra plática.

Presentaciones

Antes que comencemos, vamos a presentarnos. Como ya les mencioné, mi nombre es _____. Mi trabajo consiste en hacer preguntas y, cuando sea necesario, pedirles que aclaren sus respuestas. Es importante que sepan que no hay respuestas correctas o incorrectas. Nuestra única intención es entender mejor sus inquietudes respecto al cuidado de la vista, y cómo y dónde ustedes aprenden sobre este tema.

Empecemos por mi lado izquierdo y sigamos dándole la vuelta a la mesa. Díganme su nombre y por qué aceptaron participar en este grupo de enfoque el día de hoy. Gracias.

Reglas

Ahora me gustaría hablar un poco sobre nuestras reglas generales para la plática de hoy. Las reglas generales son las pautas que nos permiten concluir nuestra tarea de una manera respetuosa para todos y brindar la oportunidad a todos ustedes de expresar sus ideas con seguridad y confidencialidad.

- Se les invitó a venir para compartir sus opiniones.
- La participación de todos es importante.
- Por favor, hable uno a la vez.

- No hay respuestas correctas o incorrectas.

- Es aceptable ser crítico. Si no les parece bien algo de lo que se diga, está bien estar en desacuerdo. Pero deben estar dispuestos a ofrecer sus propias opiniones y puntos de vista.

- Esta sesión se grabará en una cinta. Eso nos permitirá captar todo lo que se diga hoy y servirá para escribir un informe a nuestro cliente. (Si hay un espejo de observación unidireccional, mencione que en el salón adjunto hay observadores e informe quiénes son y por qué se encuentran detrás del espejo. También mencione dónde se encuentra el equipo de audio si su ubicación no es obvia.)

- Todas sus respuestas serán confidenciales, de modo que siéntase con la libertad de decir exactamente lo que está pensando. Nada se atribuirá a una persona en particular en nuestro informe.

- Los baños se encuentran (especifique) por si alguien desea usarlos. No hay necesidad de detener la plática.

¿Tienen algunas preguntas antes de que comencemos?

II. Vista general

Comencemos a hablar acerca de su vista.

- ¿Cómo calificarían su vista en general?

- ¿Cuándo fue la última vez que se hicieron un examen de la vista? (durante el año pasado, hace de 1 a 2 años, hace más de 2 años)

- ¿Qué es un examen de la vista con dilatación de las pupilas?
 - Sondee:
 - ¿A cuántos de ustedes se les ha hecho un examen de la vista con dilatación?
 - ¿Con qué frecuencia? (¿Una vez al año, una vez cada dos años?)

III. Conocimiento sobre diabetes y enfermedad diabética del ojo

Ahora me gustaría hablar más en concreto sobre cómo la diabetes puede afectar su vista.

- ¿Cuántos de ustedes saben que la diabetes afecta los ojos?
- ¿Cuántos de ustedes están familiarizados con el término “enfermedad diabética del ojo”?
 - o Sondee:
 - ¿Qué términos conocen ustedes?
- ¿Cuáles son los síntomas de la enfermedad diabética del ojo?

(Nota para el moderador: Al principio, no se presentan síntomas ni señales de advertencia.)

- ¿A cuántos de ustedes se les ha diagnosticado enfermedad diabética del ojo?
- ¿Cuántos de ustedes están familiarizados con la manera en que la diabetes afecta la vista?
 - o Sondee:
 - ¿Pueden describirme qué le sucede al ojo cuando alguien padece la enfermedad diabética del ojo? ¿Qué ve una persona con la enfermedad diabética del ojo?
- ¿De qué manera se puede prevenir la pérdida de la visión por la enfermedad diabética del ojo?
 - o Sondee:
 - ¿Exámenes de la vista frecuentes? ¿Buena alimentación?
- ¿Por qué creen que la enfermedad diabética del ojo puede considerarse una condición grave? ¿Por qué? ¿Por qué no?

IV. Preferencias relacionadas con la televisión

Cambiemos de tema por un momento.

- ¿Cuántos de ustedes ven la televisión?
- ¿Con qué frecuencia ven la televisión?
 - Sondee:
 - ¿Todos los días? ¿Unas cuantas veces a la semana? ¿Raras veces?
 - ¿Cuántas horas?
- ¿A qué hora del día normalmente ven la televisión?
 - Sondee:
 - ¿En la mañana? ¿Durante el día? ¿En la tarde?
 - ¿Durante qué horas ven la televisión?
- ¿Obtienen información sobre la salud a través de la televisión?
 - Sondee:
 - ¿De qué fuentes? --¿Las noticias? ¿Programas específicos relacionados con la salud? ¿Otras? ¿Canales en español?
 - ¿De una red en particular?

V. Anuncios de servicio público

Ahora me gustaría saber su opinión sobre dos anuncios de servicio público para televisión que nuestro cliente está elaborando. Actualmente los anuncios tienen un formato de prueba, pero la versión final se producirá como una película -- en color y con personas reales. Dependiendo de las opiniones que se reciban de estos grupos de enfoque, el cliente producirá un anuncio que será transmitido por televisión.

Demos un vistazo a los anuncios.

(Nota para el moderador: Presente los anuncios de video uno a la vez y haga preguntas después de la presentación de cada uno).

Después de la presentación de cada anuncio pregunte lo siguiente:

- ¿Cuál creen ustedes que es el mensaje de este anuncio?
 - Sondee:
 - ¿Qué palabra, frase o información les confunde o no está clara? [Si es una palabra o frase ¿Cómo lo dirían?]
- ¿Cuántos de ustedes han escuchado la frase “nos quiere como a sus ojos”?

- Sondee:
 - ¿Qué significa esa frase para ustedes? ¿Cuál otra frase usarían que tenga el mismo significado?
- ¿Qué piensan de los personajes?
 - Sondee:
 - ¿Qué piensan de la apariencia de los personajes? ¿Estilo de pelo? ¿Bigote y barba? ¿Qué cambiarían en la ropa o en los accesorios que utilizan? ¿Cómo lo cambiarían, específicamente? ¿Cómo se deben vestir los personajes?
 - ¿Cuántos años parecen tener los personajes? ¿Cuantos años creen que deben tener los personajes? ¿Por qué?
- *Hablemos del sonido (audio) del anuncio*
- ¿Qué piensan de las voces y la música?
 - Sondee:
 - ¿Les parecen apropiadas las voces y la música? ¿Por qué? ¿Por qué no?
- En general, ¿qué es su reacción a la historia?
 - Sondee:
 - ¿Qué les gusta? ¿Qué no les gusta?
 - ¿Cuán largo o corto debe ser al anuncio?
 - ¿Hay algo que se puede eliminar del anuncio [para hacerlo más corto]?

(Nota para el moderador: Después de presentar y preguntar por separado, haga las siguientes preguntas.)

- ¿Cuál anuncio prefieren?
 - Sondee:
 - ¿Por qué?
 - ¿Hay algo que Uds. cambiarían, agregarían o eliminarían en cualquiera de los anuncios? ¿Qué se puede añadir para hacerlo mejor y captar su atención?
- ¿Qué hay en el anuncio que les anima hacerse un examen de los ojos con las pupilas dilatadas?
 - Sondee:
 - Si no lo hace, ¿por qué?
- ¿Cuántos han usado un número telefónico 1-800 para obtener un folleto con información relacionada con la salud? ¿Cuántos han usado un sitio Internet para obtener un folleto con información relacionada con la salud?

- o Sondee:
¿Cuál prefieren? ¿por qué?

Moderador: Antes de que terminemos nuestra sesión del día de hoy, quiero comprobar con mi cliente si hay alguna otra cosa que necesite preguntar o aclarar. Regresaré en uno o dos minutos.

VI. Resumen

Antes de terminar la sesión me gustaría decirles que nuestro cliente es el Instituto Nacional del Ojo (*National Eye Institute o NEI, por sus siglas en inglés*), que forma parte de los Institutos Nacionales de la Salud (*National Institutes of Health o NIH, por sus siglas en inglés*), un organismo del Departamento de Salud y Servicios Humanos (*Department of Health and Human Services en inglés*) de los Estados Unidos. La investigación sobre las enfermedades y los trastornos de la vista realizada por el *NEI* conduce a descubrir tratamientos para salvar la vista y desempeña un papel fundamental en la reducción del deterioro de la visión y la ceguera.

- Si hubiera algo que el *NEI* pudiera hacer para lograr que los Hispanos / Latinos sean más conscientes del riesgo de padecer la enfermedad diabética del ojo, ¿qué podría ser?

En nombre del *NEI*, les agradezco a todos ustedes por su participación el día de hoy. Diríjanse [al mostrador o con (nombre de la persona)] para recibir un pago de agradecimiento por parte del *NEI*.

Appendix B-3
Moderator's Guide for
Hispanic/Latino Farm Workers with Diabetes

English and Spanish Language Versions

Hispanic/Latino TV PSA Message Testing Moderator's Guide

I. Welcome and Introductions

Welcome

Good evening, my name is (moderator's name) and I will be your moderator for this session. I am employed by a management consulting firm located just outside Washington, DC. Our client is interested in vision care among Hispanic/Latino adults (30+). I want to let you know that I am not an expert in vision care, rather I am an independent moderator trained to facilitate our discussion.

Introductions

Before we begin, let's introduce ourselves. As I mentioned I am _____ . My job is to ask questions and, if needed, to ask you to clarify your response. It is important for you to know that there are no right or wrong answers here. We just want to get a better understanding of your vision care concerns and how and where you learn about vision care.

Let's begin on my left and move around the table. Tell me your name and why you agreed to participate in this focus group today. Thank you.

Ground Rules

Now I would like to talk a little bit about our ground rules for today's discussion. Ground rules are our guidelines for operating so that we can complete our task in a manner that is respectful of everyone and provides all of you with the opportunity to express your thoughts safely and confidentially.

- You have been invited here to offer your views and opinions.
- Everyone's participation is important.
- Please speak one at a time.
- There are no right or wrong answers.
- It's okay to be critical. If you dislike something you hear, it's okay to disagree but be willing to offer your own views and opinions.

- This session will be audio taped. This allows us to capture everything that is being said today, which we will need to write our report to our client. (If there is a one-way mirror mention that there are observers in the next room and mention who the observers are and why they are behind the mirror. Also mention where the audio equipment is located if it is not obvious.)
- All of your answers will be confidential, so feel free to say exactly what is on your mind. Nothing will be attributed to any particular person in our report.
- If anyone needs to use the rest room, they are located (specify). There is no need to stop the discussion.

Do you have any questions before we get started?

II. General Vision

Let's begin by talking about your vision.

- How do you rate your vision in general?
- When was the last time you had your eyes examined? (past year, 1-2 years, more than 2 years)
- What is a dilated eye exam?
 - o Probe:
 - How many of you have had a dilated eye exam?
 - How often? (once a year, once every two years?)

III. Knowledge of Diabetic Eye Disease

Now I'd like to talk more specifically about how diabetes affects your vision.

- How many of you know that diabetes affects the eyes?
- How many of you are familiar with the term “diabetic eye disease”?
 - o Probe:
 - What terms do you know?
- What are the symptoms of diabetic eye disease?

(Moderator Note: Initially, there are not symptoms or warning signs.)

- How many of you have been diagnosed with diabetic eye disease?

- How many of you are familiar with how diabetes affects one's vision?
 - o Probe:
 - Can you describe to me what happens to the eye when someone has diabetic eye disease? What does a person see when they have diabetic eye disease?
- How can one prevent vision loss from diabetic eye disease?
 - o Probe:
 - Frequent eye exams? Proper nutrition?
- Why do you think diabetic eye disease may be considered a serious condition?

IV. Television Preferences

Let's switch topics for a minute.

- How many of you watch TV?
- How often do you watch TV?
 - o Probe:
 - Every day? Few times a week? Rarely?
 - For how many hours?
- Do you get health information from TV?
 - o Probe:
 - Where? News? Specific health-related show? Other? Spanish-language stations?
 - Particular network?

V. PSA's

I would now like to get your opinion on a couple of TV public service announcements (PSAs) that our client is currently developing. Today, you are going to see an animated version of two PSAs. The PSA that will be shown on television will use actual people. Although the characters are animated today, you will hear voices of actual people. Depending on the feedback received from these focus groups, one of the PSAs will later be developed for TV broadcast.

Let's take a look at the PSAs.

(Moderator Note: Present PSAs one at a time and query after the presentation of each PSA.)

After the presentation of each PSA, ask the following:

- What do you think the message of the PSA is?

- Probe: Was there any wording or information that confused you? [If wording – How would you word it?]
- How many of you have heard the phrase “nos quiere como a sus ojos”?
 - Probe: What does the phrase mean to you? What other phrase you would use to convey the same meaning?
- What do you think of the characters?
 - Probe: What did you think of their appearance? What would you change about their attire and/or accessories? How would you change it specifically? Hairstyles? Facial hair?

How old do the characters appear? What age should the characters be? Why?

Let's talk about the audio portion of the PSA.

- What do you think of the voices and music?
 - Probe: Do the voices and music seem appropriate? Why? Why not?
- What is your overall reaction to the story?
 - Probe:
 - What about it do you like? Dislike?
 - How long or short should it be?
 - What if anything, would you delete from the PSA?

(Moderator Note: After presenting and querying separately, ask the following.)

- Which PSA do you prefer?
 - Probe:
 - Why?
 - What would you change, add, or delete to this PSA?
 - What would enhance this PSA to capture your attention on television?
- What about this PSA encourages you to schedule a dilated eye exam for yourself?
 - Probe: If it doesn't, why not?
- How many of you have ever used a 1-800 number or internet address to obtain health-related brochures or pamphlets?
 - Probe:
 - Which do you prefer? Why?

Moderator: Before we end our session today, I want to check with my client and see if there is anything else I need to ask or clarify. I'll be back in a minute or two.

VI. Summary

Before we close this session, I would like to tell you that our client is the National Eye Institute (NEI), part of the National Institutes of Health, an agency of the U.S. Department of Health and Human Services. NEI's research on eye diseases and disorders leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness.

- If there was one thing that the NEI could do to make Hispanics/Latinos more aware of their risk for diabetic eye disease, what would that be?

On behalf of the NEI, I wish to thank all of you for your input today. Please see [the front desk or (name of person)] for a token of appreciation from the NEI.

Pruebas De Mensajes Para Anuncios De Servicio Público En La Televisión Hispana Guía Para Moderadores

I. Bienvenida y presentaciones

Bienvenida

Buenas noches, me llamo (nombre del moderador) y seré su moderador en esta sesión. Trabajo para una empresa de consultoría en administración que se encuentra en las afueras de Washington, D.C. Nuestro cliente se interesa por el cuidado de la vista en adultos Hispanos / Latinos (de 30 años de edad en adelante). Quiero que sepan que no soy experto/a en el cuidado de la vista, sino un/a moderador/a independiente capacitado/a para facilitar nuestra plática.

Presentaciones

Antes que comencemos, vamos a presentarnos. Como ya les mencioné, mi nombre es _____. Mi trabajo consiste en hacer preguntas y, cuando sea necesario, pedirles que aclaren sus respuestas. Es importante que sepan que no hay respuestas correctas o incorrectas. Nuestra única intención es entender mejor sus inquietudes respecto al cuidado de la vista, y cómo y dónde ustedes aprenden sobre este tema.

Empecemos por mi lado izquierdo y sigamos dándole la vuelta a la mesa. Díganme su nombre y por qué aceptaron participar en este grupo de enfoque el día de hoy. Gracias.

Reglas

Ahora me gustaría hablar un poco sobre nuestras reglas generales para la plática de hoy. Las reglas generales son las pautas que nos permiten concluir nuestra tarea de una manera respetuosa para todos y brindar la oportunidad a todos ustedes de expresar sus ideas con seguridad y confidencialidad.

- Se les invitó a venir para compartir sus opiniones.
- La participación de todos es importante.
- Por favor, hable uno a la vez.
- No hay respuestas correctas o incorrectas.

- Es aceptable ser crítico. Si no les parece bien algo de lo que se diga, está bien estar en desacuerdo. Pero deben estar dispuestos a ofrecer sus propias opiniones y puntos de vista.
- Esta sesión se grabará en una cinta. Eso nos permitirá captar todo lo que se diga hoy y servirá para escribir un informe a nuestro cliente. (Si hay un espejo de observación unidireccional, mencione que en el salón adjunto hay observadores e informe quiénes son y por qué se encuentran detrás del espejo. También mencione dónde se encuentra el equipo de audio si su ubicación no es obvia.)
- Todas sus respuestas serán confidenciales, de modo que siéntase con la libertad de decir exactamente lo que está pensando. Nada se atribuirá a una persona en particular en nuestro informe.
- Los baños se encuentran (especifique) por si alguien desea usarlos. No hay necesidad de detener la plática.

¿Tienen algunas preguntas antes de que comencemos?

II. Vista general

Comencemos a hablar acerca de su vista.

- ¿Cómo calificarían su vista en general?
- ¿Cuándo fue la última vez que se hicieron un examen de la vista? (durante el año pasado, hace de 1 a 2 años, hace más de 2 años)
- ¿Qué es un examen de la vista con dilatación de las pupilas?
 - Sondee:
 - ¿A cuántos de ustedes se les ha hecho un examen de la vista con dilatación?
 - ¿Con qué frecuencia? (¿Una vez al año, una vez cada dos años?)

III. Conocimiento sobre diabetes y enfermedad diabética del ojo

Ahora me gustaría hablar más en concreto sobre cómo la diabetes puede afectar su vista.

- ¿Cuántos de ustedes saben que la diabetes afecta los ojos?
- ¿Cuántos de ustedes están familiarizados con el término “enfermedad diabética del ojo”?

- o Sondee:
 - ¿Qué términos conocen ustedes?
 - ¿Cuáles son los síntomas de la enfermedad diabética del ojo?
- (Nota para el moderador: Al principio, no se presentan síntomas ni señales de advertencia.)**
- ¿A cuántos de ustedes se les ha diagnosticado enfermedad diabética del ojo?
 - ¿Cuántos de ustedes están familiarizados con la manera en que la diabetes afecta la vista?
 - o Sondee:
 - ¿Pueden describirme qué le sucede al ojo cuando alguien padece la enfermedad diabética del ojo? ¿Qué ve una persona con la enfermedad diabética del ojo?
 - ¿De qué manera se puede prevenir la pérdida de la visión por la enfermedad diabética del ojo?
 - o Sondee:
 - ¿Exámenes de la vista frecuentes? ¿Buena alimentación?
 - ¿Por qué creen que la enfermedad diabética del ojo puede considerarse una condición grave? ¿Por qué? ¿Por qué no?

IV. Preferencias relacionadas con la televisión

Cambiemos de tema por un momento.

- ¿Cuántos de ustedes ven la televisión?
- ¿Con qué frecuencia ven la televisión?
 - o Sondee:
 - ¿Todos los días? ¿Unas cuantas veces a la semana? ¿Raras veces?
 - ¿Cuántas horas?
- ¿A qué hora del día normalmente ven la televisión?
 - o Sondee:
 - ¿En la mañana? ¿Durante el día? ¿En la tarde?
 - ¿Durante qué horas ven la televisión?
- ¿Obtienen información sobre la salud a través de la televisión?
 - o Sondee:

- ¿De qué fuentes? --¿Las noticias? ¿Programas específicos relacionados con la salud? ¿Otras? ¿Canales en español?
- ¿De una red en particular?

V. Anuncios de servicio público

Ahora me gustaría saber su opinión sobre dos anuncios de servicio público para televisión que nuestro cliente está elaborando. Actualmente los anuncios tienen un formato de prueba, pero la versión final se producirá como una película -- en color y con personas reales. Dependiendo de las opiniones que se reciban de estos grupos de enfoque, el cliente producirá un anuncio que será transmitido por televisión.

Demos un vistazo a los anuncios.

(Nota para el moderador: Presente los anuncios de video uno a la vez y haga preguntas después de la presentación de cada uno).

Después de la presentación de cada anuncio pregunte lo siguiente:

- ¿Cuál creen ustedes que es el mensaje de este anuncio?
 - Sondee:
 - ¿Qué palabra, frase o información les confunde o no está clara? [Si es una palabra o frase ¿Cómo lo dirían?]
- ¿Cuántos de ustedes han escuchado la frase “nos quiere como a sus ojos”?
 - Sondee:
 - ¿Qué significa esa frase para ustedes? ¿Cuál otra frase usarían que tenga el mismo significado?
- ¿Qué piensan de los personajes?
 - Sondee:
 - ¿Qué piensan de la apariencia de los personajes? ¿Estilo de pelo? ¿Bigote y barba? ¿Qué cambiarían en la ropa o en los accesorios que utilizan? ¿Cómo lo cambiarían, específicamente? ¿Cómo se deben vestir los personajes?
 - ¿Cuántos años parecen tener los personajes? ¿Cuántos años creen que deben tener los personajes? ¿Por qué?

- *Hablemos del sonido (audio) del anuncio*

- ¿Qué piensan de las voces y la música?
 - Sondee:
 - ¿Les parecen apropiadas las voces y la música? ¿Por qué? ¿Por qué no?

- En general, ¿qué es su reacción a la historia?
 - Sondee:
 - ¿Qué les gusta? ¿Qué no les gusta?
 - ¿Cuán largo o corto debe ser al anuncio?
 - ¿Hay algo que se puede eliminar del anuncio [para hacerlo más corto]?

(Nota para el moderador: Después de presentar y preguntar por separado, haga las siguientes preguntas.)

- ¿Cuál anuncio prefieren?
 - Sondee:
 - ¿Por qué?
 - ¿Hay algo que Uds. cambiarían, agregarían o eliminarían en cualquiera de los anuncios? ¿Qué se puede añadir para hacerlo mejor y captar su atención?
- ¿Qué hay en el anuncio que les anima hacerse un examen de los ojos con las pupilas dilatadas?
 - Sondee:
 - Si no lo hace, ¿por qué?
- ¿Cuántos han usado un número telefónico 1-800 para obtener un folleto con información relacionada con la salud? ¿Cuántos han usado un sitio Internet para obtener un folleto con información relacionada con la salud?
 - Sondee:
 - ¿Cuál prefieren? ¿por qué?

Moderador: Antes de que terminemos nuestra sesión del día de hoy, quiero comprobar con mi cliente si hay alguna otra cosa que necesite preguntar o aclarar. Regresaré en uno o dos minutos.

VI. Resumen

Antes de terminar la sesión me gustaría decirles que nuestro cliente es el Instituto Nacional del Ojo (*National Eye Institute o NEI, por sus siglas en inglés*), que forma parte de los Institutos Nacionales de la Salud (*National Institutes of Health o NIH, por sus siglas en inglés*), un organismo del Departamento de Salud y Servicios Humanos (*Department of Health and Human Services en inglés*) de los Estados Unidos. La investigación sobre las enfermedades y los trastornos de la vista realizada por el *NEI* conduce a descubrir tratamientos para salvar la vista y desempeña un papel fundamental en la reducción de del deterioro de la visión y la ceguera.

- Si hubiera algo que el *NEI* pudiera hacer para lograr que los Hispanos / Latinos sean más conscientes del riesgo de padecer la enfermedad diabética del ojo, ¿qué podría ser?

En nombre del *NEI*, les agradezco a todos ustedes por su participación el día de hoy. Diríjanse [al mostrador o con (nombre de la persona)] para recibir un pago de agradecimiento por parte del *NEI*.